

WHERE YOUR TRADE STANDS

27 /45

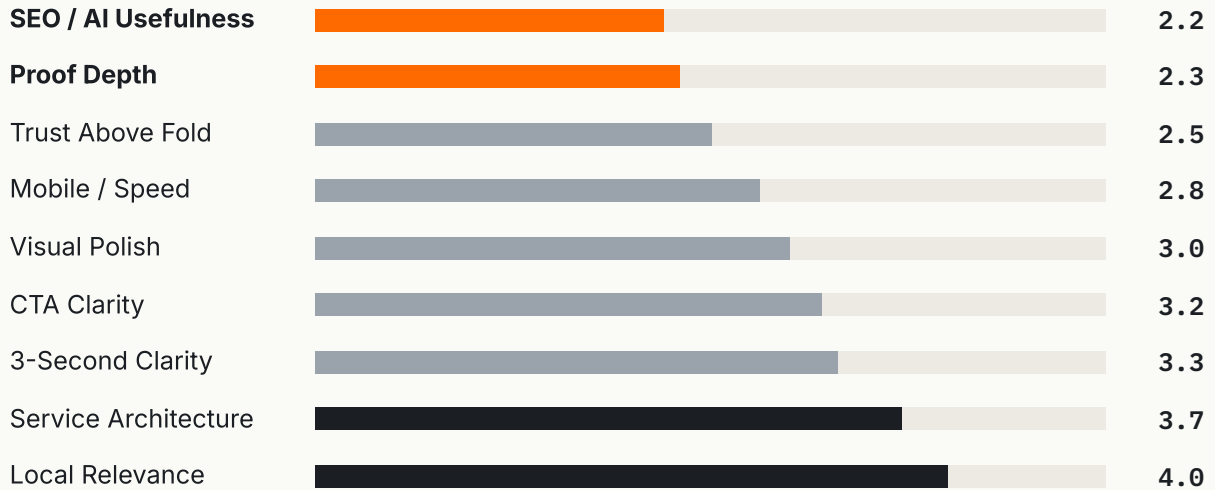
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — drainage sites land **below the market median of 31**. A directional read for the trade; the Google review benchmark below is the harder number.

WHERE YOU'RE STRONG — AND WHERE YOU LEAK

SCORE / 5



YOUR GOOGLE REVIEW BENCHMARK — AND IT'S LOCAL

MEDIAN REVIEWS, BY METRO

The median visible drainage carries **36 reviews** nationally — but it runs from **117 on the Perth** to **7 in Ballarat**. Your benchmark is whatever your buyers see locally:

Adelaide	39	Ballarat	7	Brisbane	77	Cairns	24
Canberra	26	Darwin	8	Geelong	27	Gold Coast	113
Hobart	9	Melbourne	69	Newcastle	50	Perth	117
Sunshine Coast	63	Sydney	84	Toowoomba	10	Townsville	7
Wollongong	26						

YOUR ONE MOVE

SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 2.2/5

Build one answer-first FAQ block. Take the questions from your last twenty quote calls and answer each in writing, the way you'd say it at the kitchen table. It's what gets you into Google's AI answer — and the proof a frightened buyer came looking for.

THE QUESTIONS TO ANSWER

Take the questions from your last twenty quote calls and answer each in writing. See how the independent homeowner guides do it at guides.needatrade.com.au.

WHAT THE BEST GET RIGHT

MGP Civil

Civil/subdivision model with in-house equipment and licenced subcontractor management.

COMPARE YOURSELF AGAINST

Melbourne Civil Works — Melbourne

model with process steps, compliance/regulations and...

Stormwater Sydney — Niche model for ongoing compliance/maintenance rather than just...

PASS IT ON →

Know a drainage who's invisible online? **Send them this.** Anyone can read their trade's benchmark, free, at sellmyservice.com.au/benchmarks/drainage

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/drainage

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 6), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (448 drainages nationally) and are the harder number. A general industry benchmark, not advice for your business – confirm with current evidence from your own market. Published by Social Solutions Group Pty Ltd, consistent with the disclaimer at guides.needatrade.com.au/disclaimer.