

WHERE YOUR TRADE STANDS

33/45

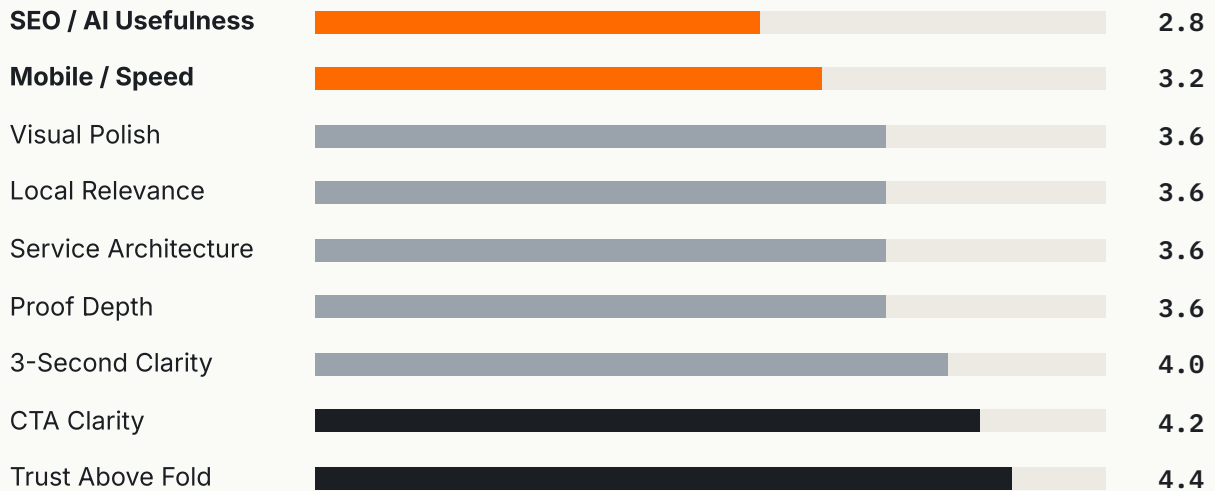
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — electrician sites land **above 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 electrician carries **55 reviews** nationally — but it runs from **96 on the Perth** to **11 in Ballarat**. Your benchmark is whatever your buyers see locally:

Adelaide	75	Ballarat	11	Brisbane	82	Cairns	35
Canberra	50	Darwin	29	Geelong	21	Gold Coast	56
Hobart	41	Melbourne	62	Newcastle	86	Perth	96
Sunshine Coast	70	Sydney	75	Toowoomba	38	Townsville	22
Wollongong	49						

YOUR ONE MOVE

SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 2.8/5

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 ARE ALREADY WRITTEN

The independent homeowner guide for your trade lists what your buyers are actually asking — read it, then answer those questions on your site. That single move is what lifts the mark above.

guides.needatrade.com.au/electrician

WHAT THE BEST GET RIGHT

High Demand Electrical

Level 2/ASP specialist positioning, 24/7, quote upload flow, compliance and insurance-company proof.

COMPARE YOURSELF AGAINST

Connex Electrical — Same-day, 24/7, licence numbers, ARC licence, public liability,...

Alert Electrical Group — Commercial/government positioning, 24/7 maintenance,...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/electrician

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 5), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (455 electricians 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.