

WHERE YOUR TRADE STANDS

28/45

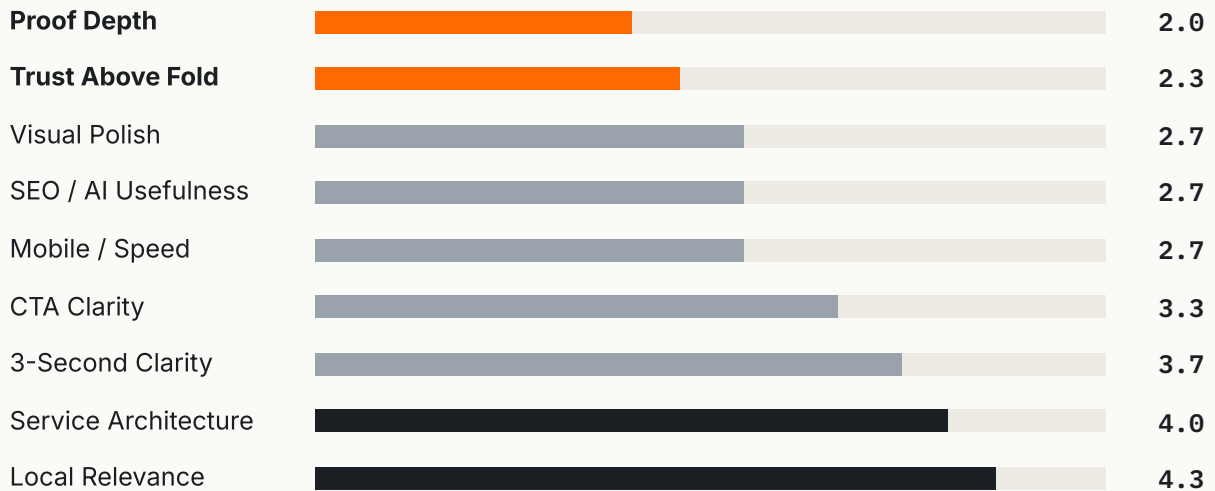
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — excavation 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 excavation carries **6 reviews** nationally — but it runs from **18 on the Sunshine Coast** to **1 in Darwin**. Your benchmark is whatever your buyers see locally:

Adelaide	8	Ballarat	7	Brisbane	17	Cairns	3
Canberra	5	Darwin	1	Geelong	5	Gold Coast	16
Hobart	4	Melbourne	13	Newcastle	4	Perth	6
Sunshine Coast	18	Sydney	8	Toowoomba	5	Townsville	3
Wollongong	3						

EXCAVATION · THE ONE MOVE

YOUR ONE MOVE

PROOF DEPTH – YOUR WEAKEST MARK, AT 2.0/5

Stack the proof a buyer can see, not slogans: photos of a job like theirs, the licence number, the named warranty, the review count — the specifics the cowboy can't fake.

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/excavation

WHAT THE BEST GET RIGHT

QLD Earthworks

Regional model spanning Gold Coast, Brisbane and Northern NSW with both service and machinery-hire logic.

COMPARE YOURSELF AGAINST

Dig It Civil — Broad service architecture across excavation, demolition,...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/excavation

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 3), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (487 excavations 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.