

WHERE YOUR TRADE STANDS

29/**45**

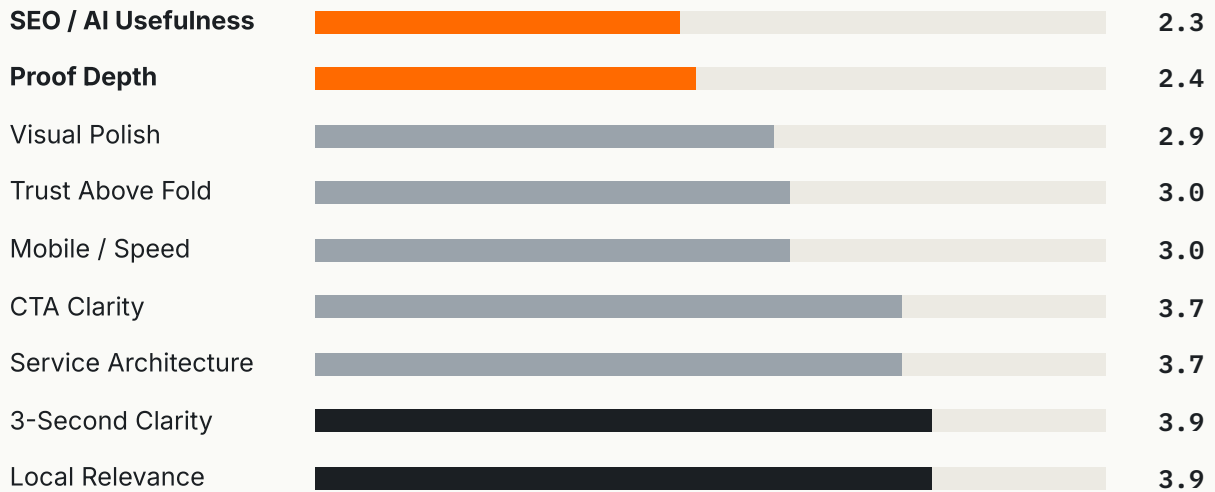
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — fencer 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 fencer carries **22 reviews** nationally — but it runs from **57 on the Sydney** to **2 in Toowoomba**. Your benchmark is whatever your buyers see locally:

Adelaide	18	Ballarat	11	Brisbane	28	Cairns	7
Canberra	24	Darwin	11	Geelong	17	Gold Coast	25
Hobart	24	Melbourne	31	Newcastle	15	Perth	45
Sunshine Coast	17	Sydney	57	Toowoomba	2	Townsville	15
Wollongong	18						

YOUR ONE MOVE

SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 2.3/5

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/fencer

WHAT THE BEST GET RIGHT

Eastside Fencing

Copy the product/menu clarity and material explanation style.

COMPARE YOURSELF AGAINST

Beaches Fencing Co — Copy the broad materials menu and Northern Beaches local...

Elite Fencing Solutions — Copy the complete-range + made-to-order + local-install framing.

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/fencer

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 7), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (358 fencers 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.