

WHERE YOUR TRADE STANDS

31/45

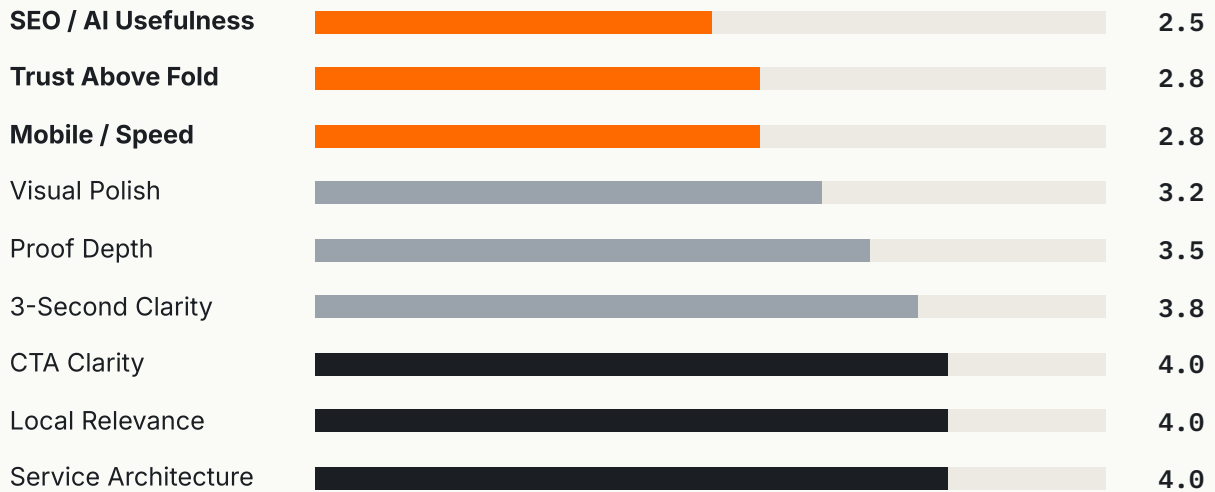
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — flooring 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 flooring carries **36 reviews** nationally — but it runs from **63 on the Sydney** to **12 in Darwin**. Your benchmark is whatever your buyers see locally:

Adelaide	20	Ballarat	25	Brisbane	42	Cairns	23
Canberra	27	Darwin	12	Geelong	14	Gold Coast	51
Hobart	48	Melbourne	37	Newcastle	38	Perth	47
Sunshine Coast	53	Sydney	63	Toowoomba	28	Townsville	23
Wollongong	33						

YOUR ONE MOVE

SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 2.5/5

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/flooring

WHAT THE BEST GET RIGHT

Madera Floors

Copy the architectural/premium positioning and sustainable material language.

COMPARE YOURSELF AGAINST

Coastal Floors — Copy the authority angle around inspection, moisture detection...

Aspire Floors — Use the specialist product-category focus rather than broad...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/flooring

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 (565 floorings 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.