

WHERE YOUR TRADE STANDS

32/₄₅

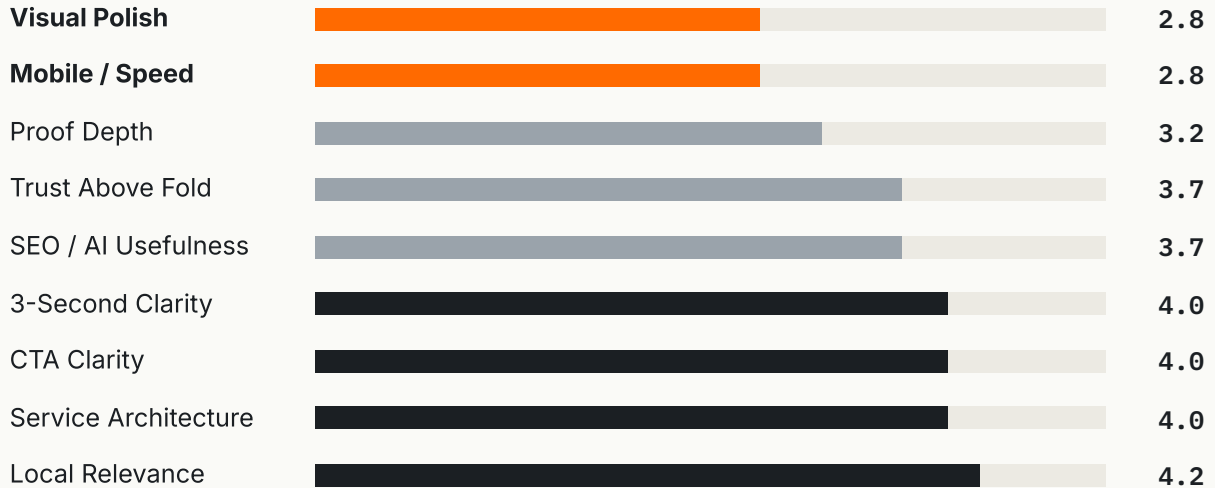
THE MARKET

31/₄₅

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — garage doors 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 garage doors carries **45 reviews** nationally — but it runs from **140 on the Perth** to **7 in Darwin**. Your benchmark is whatever your buyers see locally:

| | | | | | | | |
|----------------|-----|-----------|----|-----------|----|------------|-----|
| Adelaide | 110 | Ballarat | 30 | Brisbane | 51 | Cairns | 34 |
| Canberra | 70 | Darwin | 7 | Geelong | 40 | Gold Coast | 89 |
| Hobart | 12 | Melbourne | 60 | Newcastle | 54 | Perth | 140 |
| Sunshine Coast | 32 | Sydney | 54 | Toowoomba | 18 | Townsville | 16 |
| Wollongong | 40 | | | | | | |

YOUR ONE MOVE

VISUAL POLISH – YOUR WEAKEST MARK, AT 2.8/5

Tidy the above-the-fold: one clear headline, one strong photo of real work, the phone number visible, the clutter gone.

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/garage-doors

WHAT THE BEST GET RIGHT

Express Garage Doors

Panic-state/same-day repair positioning across multiple target cities.

COMPARE YOURSELF AGAINST

Sweets Garage Doors — Emergency-friction removal: no weekend surcharges and 24/7...

Performance Garage Doors — Brand-supported installer model with B&D/Signature product proof.

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/garage-doors

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 (416 garage doorss 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.