

WHERE YOUR TRADE STANDS

30/45

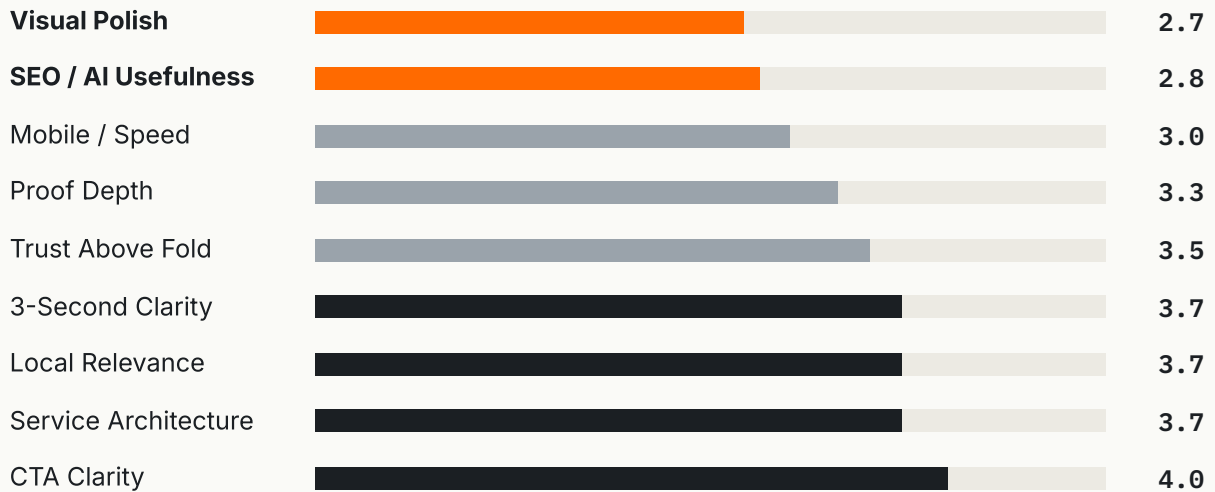
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — glazier 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 glazier carries **22 reviews** nationally — but it runs from **57 on the Brisbane** to **7 in Geelong**. Your benchmark is whatever your buyers see locally:

Adelaide	27	Ballarat	22	Brisbane	57	Cairns	18
Canberra	30	Darwin	15	Geelong	7	Gold Coast	10
Hobart	17	Melbourne	32	Newcastle	19	Perth	31
Sunshine Coast	16	Sydney	40	Toowoomba	12	Townsville	17
Wollongong	30						

GLAZIER · THE ONE MOVE

YOUR ONE MOVE

VISUAL POLISH – YOUR WEAKEST MARK, AT 2.7/5

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/glazier

WHAT THE BEST GET RIGHT

Sydney Glass Installations

Copy the 1-hour response, Australian Standard glass and lifetime workmanship warranty stack.

COMPARE YOURSELF AGAINST

Crystal Glass — Use review-count, same-day, no-callout and suburb-list proof.

Fast Glass 24/7 — Use urgency language, one-hour response and same-day service...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/glazier

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 (423 glaziers 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.