

WHERE YOUR TRADE STANDS

28/45

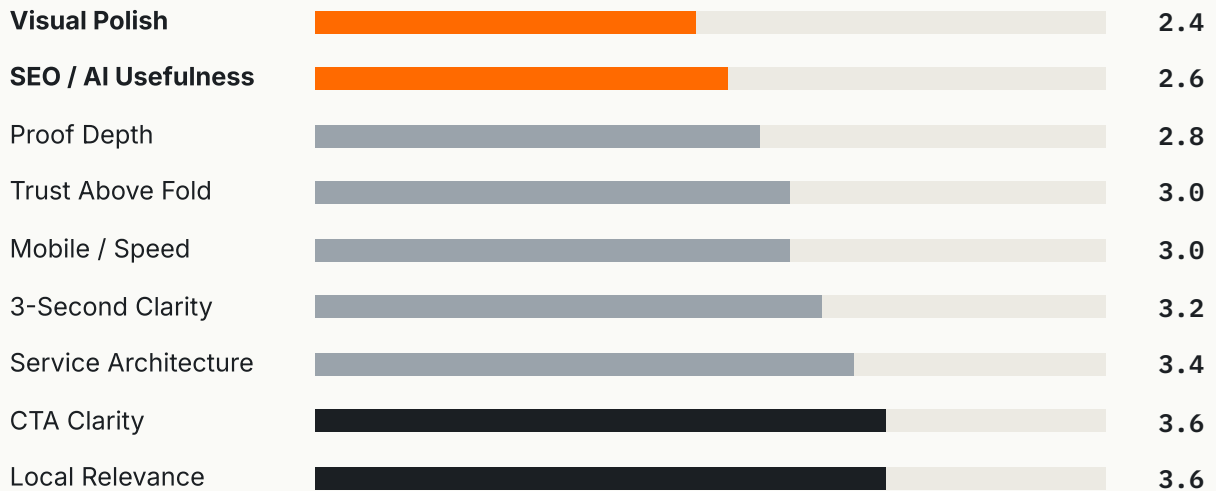
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — handyman 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 handyman carries **11 reviews** nationally — but it runs from **25 on the Sydney** to **1 in Cairns**. Your benchmark is whatever your buyers see locally:

Adelaide	13	Ballarat	20	Brisbane	11	Cairns	1
Canberra	11	Darwin	8	Geelong	11	Gold Coast	13
Hobart	12	Melbourne	16	Newcastle	20	Perth	8
Sunshine Coast	4	Sydney	25	Toowoomba	23	Townsville	9
Wollongong	2						

HANDYMAN · THE ONE MOVE

YOUR ONE MOVE

VISUAL POLISH – YOUR WEAKEST MARK, AT 2.4/5

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/handyman

WHAT THE BEST GET RIGHT

Your Sydney Handyman

Use the broad maintenance-service menu and property-manager/strata positioning.

COMPARE YOURSELF AGAINST

City Handyman — Use the split between home, business and real estate jobs.

Mr Scott's Maintenance Services — Use the local reviews, service limits and small-project...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/handyman

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 5), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (234 handymans 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.