

WHERE YOUR TRADE STANDS

33/45

THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — hvac 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 hvac carries **79 reviews** nationally — but it runs from **161 on the Melbourne** to **23 in Hobart**. Your benchmark is whatever your buyers see locally:

Adelaide	123	Ballarat	28	Brisbane	97	Cairns	38
Canberra	127	Darwin	63	Geelong	70	Gold Coast	93
Hobart	23	Melbourne	161	Newcastle	92	Perth	97
Sunshine Coast	101	Sydney	104	Toowoomba	73	Townsville	23
Wollongong	64						

YOUR ONE MOVE

SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 3.0/5

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/hvac

WHAT THE BEST GET RIGHT

Commair

30+ years, second-generation family-owned, commercial/industrial HVACR, maintenance, essential services, chiller plant, projects and licence details.

COMPARE YOURSELF AGAINST

Advanced Air Conditioning — SEQ coverage, residential/commercial install and maintenance,...

CFM Air Conditioning — Commercial/service/maintenance structure, industries, locations...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/hvac

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 (495 hvacs 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.