

WHERE YOUR TRADE STANDS

31/₄₅

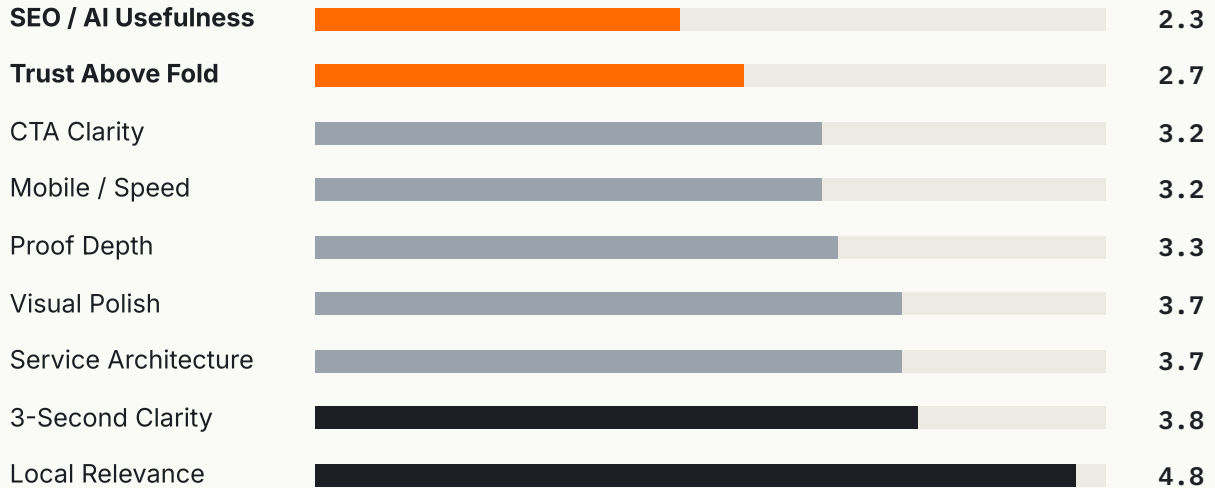
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — landscaper 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 landscaper carries **15 reviews** nationally — but it runs from **32 on the Ballarat** to **6 in Townsville**. Your benchmark is whatever your buyers see locally:

Adelaide	29	Ballarat	32	Brisbane	19	Cairns	10
Canberra	15	Darwin	18	Geelong	7	Gold Coast	30
Hobart	10	Melbourne	15	Newcastle	12	Perth	9
Sunshine Coast	15	Sydney	20	Toowoomba	9	Townsville	6
Wollongong	15						

YOUR ONE MOVE

SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 2.3/5

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/landscaper

WHAT THE BEST GET RIGHT

Vividgreen Landscapes

Copy the 'architecturally inspired' positioning and end-to-end capabilities from design through maintenance.

COMPARE YOURSELF AGAINST

Lone Pine Landscapes — Copy the premium visual language, start-to-finish design/build...

Shape and Form — Copy the testimonial specificity and complexity proof: unsafe...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/landscaper

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 (363 landscapers 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.