

WHERE YOUR TRADE STANDS

31/**45**

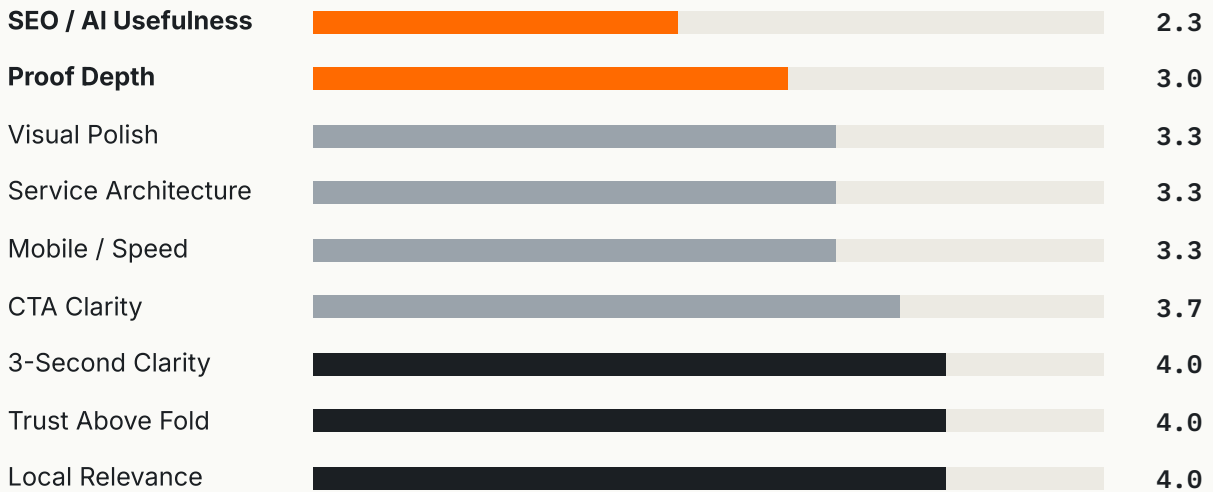
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — locksmith 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 locksmith carries **70 reviews** nationally — but it runs from **138 on the Perth** to **31 in Hobart**. Your benchmark is whatever your buyers see locally:

Adelaide	117	Ballarat	51	Brisbane	70	Cairns	53
Canberra	127	Darwin	73	Geelong	88	Gold Coast	63
Hobart	31	Melbourne	52	Newcastle	81	Perth	138
Sunshine Coast	63	Sydney	60	Toowoomba	83	Townsville	84
Wollongong	97						

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/locksmith

WHAT THE BEST GET RIGHT

CBD Locksmiths
CBD locality focus, MLAA trust language, 24/7 mobile-service framing

COMPARE YOURSELF AGAINST

Border Locksmiths — Urgency, mobile-response, affordability/professional language
Dr Lock — Deep content, e-commerce/shop crossover, long-term authority

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/locksmith

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 (323 locksmiths 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.