

# WHERE YOUR TRADE STANDS

**35**/**45**

THE MARKET

**31/45**

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — painter 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 painter carries **27 reviews** nationally — but it runs from **44 on the Brisbane** to **4 in Ballarat**. Your benchmark is whatever your buyers see locally:

Adelaide	36	Ballarat	4	Brisbane	44	Cairns	26
Canberra	30	Darwin	37	Geelong	6	Gold Coast	34
Hobart	24	Melbourne	31	Newcastle	29	Perth	26
Sunshine Coast	23	Sydney	28	Toowoomba	13	Townsville	11
Wollongong	24						

# YOUR ONE MOVE

## SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 3.2/5

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/painter](https://guides.needatrade.com.au/painter)

### WHAT THE BEST GET RIGHT

#### QPaint

Service segmentation, pricing page, locations, warranty/FAQ structure, gallery, quote form and trade-specific pages.

### COMPARE YOURSELF AGAINST

**Rochele** — Premium positioning, dedicated project manager, online project...

**Master of Paint** — Transparent pricing, Dulux accreditation, Master Painters...

**PASS IT ON** →

Know a painter who's invisible online? **Send them this.** Anyone can read their trade's benchmark, free, at [sellmyservice.com.au/benchmarks/painter](https://sellmyservice.com.au/benchmarks/painter)

## SEE YOUR FULL BENCHMARK – FREE, UNGATED.

[sellmyservice.com.au/benchmarks/painter](https://sellmyservice.com.au/benchmarks/painter)

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 (404 painters 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](https://guides.needatrade.com.au/disclaimer).