

# WHERE YOUR TRADE STANDS

**25**/<sub>45</sub>

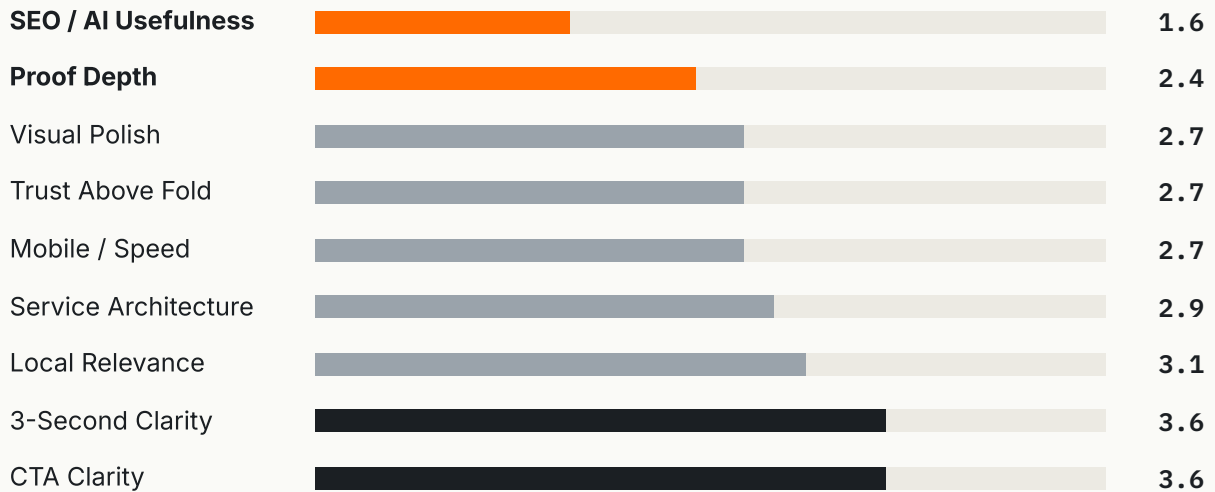
THE MARKET

**31**/<sub>45</sub>

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — paving 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 paving carries **10 reviews** nationally — but it runs from **33 on the Gold Coast** to **2 in Townsville**. Your benchmark is whatever your buyers see locally:

Adelaide	25	Ballarat	14	Brisbane	11	Cairns	3
Canberra	15	Darwin	7	Geelong	5	Gold Coast	33
Hobart	6	Melbourne	7	Newcastle	7	Perth	15
Sunshine Coast	28	Sydney	31	Toowoomba	5	Townsville	2
Wollongong	23						

PAVING · THE ONE MOVE

# YOUR ONE MOVE

## SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 1.6/5

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

### WHAT THE BEST GET RIGHT

#### About Paving

Sydney residential paving authority: long trading history and clear residential use cases.

### COMPARE YOURSELF AGAINST

**We R Paving** — Gold Coast candidate: simple, local, experience/proof numbers...

**PASS IT ON** →

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

## SEE YOUR FULL BENCHMARK – FREE, UNGATED.

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

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 7), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (435 pavings 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).