

WHERE YOUR TRADE STANDS

27 /45

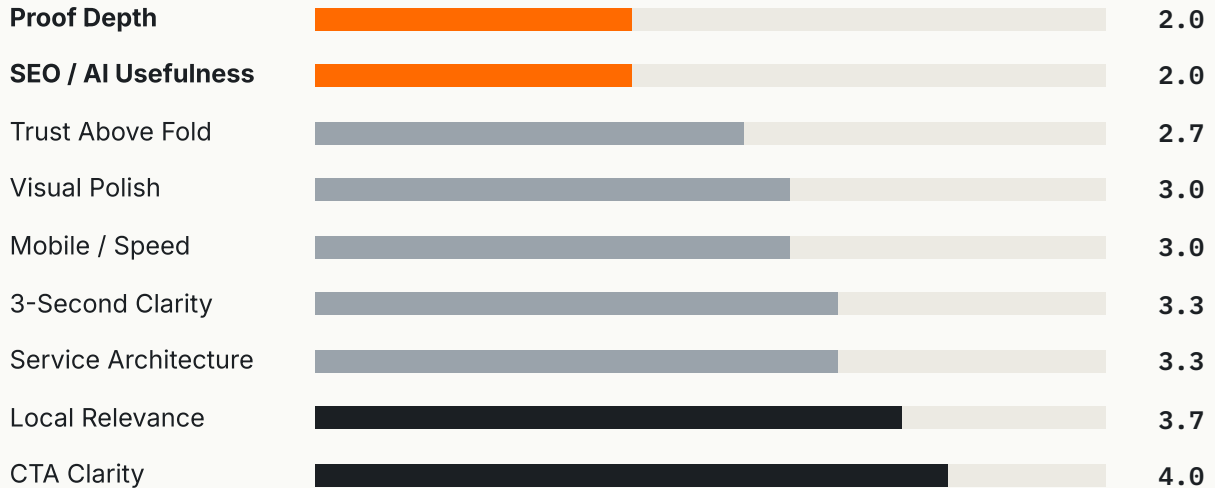
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — pest control 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 pest control carries **92 reviews** nationally — but it runs from **322 on the Adelaide** to **13 in Toowoomba**. Your benchmark is whatever your buyers see locally:

Adelaide	322	Ballarat	33	Brisbane	124	Cairns	59
Canberra	31	Darwin	42	Geelong	75	Gold Coast	109
Hobart	23	Melbourne	105	Newcastle	116	Perth	119
Sunshine Coast	97	Sydney	156	Toowoomba	13	Townsville	50
Wollongong	37						

PEST CONTROL · THE ONE MOVE

YOUR ONE MOVE

PROOF DEPTH – YOUR WEAKEST MARK, AT 2.0/5

Stack the proof a buyer can see, not slogans: photos of a job like theirs, the licence number, the named warranty, the review count — the specifics the cowboy can't fake.

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/pest-control

WHAT THE BEST GET RIGHT

Genera Pest Management

Local Sydney positioning plus vertical-industry relevance

COMPARE YOURSELF AGAINST

Genera Pest Management — the highest-scoring AU site in the trade.

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/pest-control

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 3), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (444 pest controls 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.