

WHERE YOUR TRADE STANDS

25/**45**

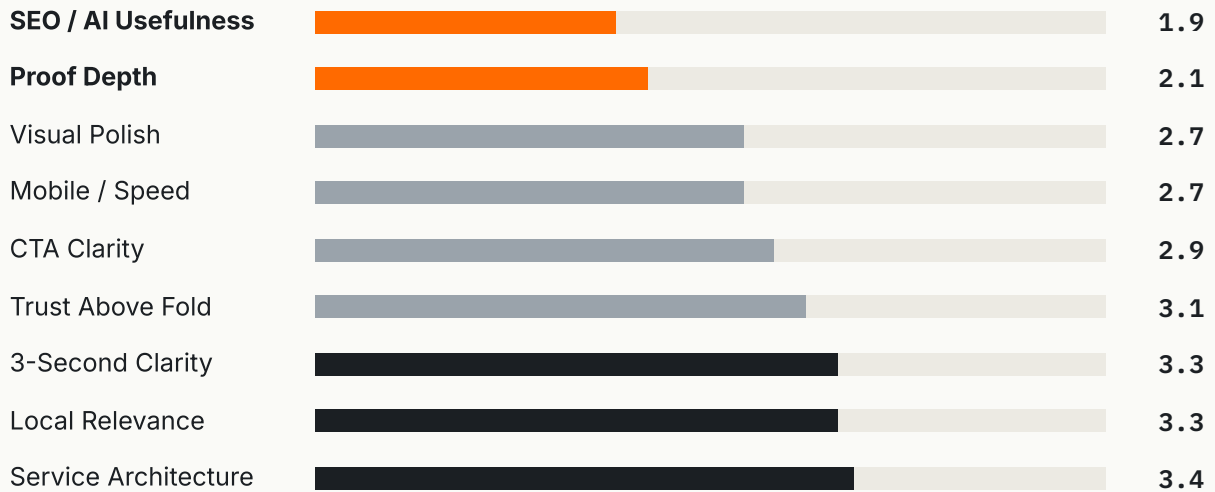
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — plasterer 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 plasterer carries **8 reviews** nationally — but it runs from **19 on the Wollongong** to **1 in Townsville**. Your benchmark is whatever your buyers see locally:

Adelaide	5	Ballarat	5	Brisbane	11	Cairns	5	
Canberra	18	Darwin	4	Geelong	3	Gold Coast	13	
Hobart	5	Melbourne	10	Newcastle	4	Perth	11	
Sunshine Coast	8	Sydney	8	Toowoomba	7	Townsville	1	
Wollongong	19							

YOUR ONE MOVE

SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 1.9/5

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/plasterer

WHAT THE BEST GET RIGHT

HB Plaster

Use the simple proof stack: professional, quality, insured, affordable, five-year warranty.

COMPARE YOURSELF AGAINST

1Pro Ceilings & Plastering — Copy the residential/commercial split and ceiling/partition...

SW Sydney Plasterer — Copy the clear segmentation of renovations, extensions, plaster...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/plasterer

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 (334 plasterers 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.