

WHERE YOUR TRADE STANDS

36/45

THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — plumber 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 plumber carries **74 reviews** nationally — but it runs from **147 on the Gold Coast** to **5 in Ballarat**. Your benchmark is whatever your buyers see locally:

Adelaide	90	Ballarat	5	Brisbane	75	Cairns	35
Canberra	112	Darwin	56	Geelong	43	Gold Coast	147
Hobart	34	Melbourne	73	Newcastle	72	Perth	146
Sunshine Coast	105	Sydney	109	Toowoomba	11	Townsville	134
Wollongong	37						

YOUR ONE MOVE

SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 3.5/5

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/plumber

WHAT THE BEST GET RIGHT

Platinum Hot Water & Plumbing
24/7, 30-minute response, \$0 call-out, upfront/fixed pricing, lifetime guarantee and review proof.

COMPARE YOURSELF AGAINST

Conrad Martens — 40+ years, 1,000+ five-star reviews, QBCC/licence/insurance...
Blackjade Plumbing — Emergency triage content: what counts as urgent, what can wait...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/plumber

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 4), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (484 plumbers 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.