

WHERE YOUR TRADE STANDS

34/₄₅

THE MARKET

31/₄₅

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — pool builder 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 pool builder carries **29 reviews** nationally — but it runs from **44 on the Perth** to **1 in Ballarat**. Your benchmark is whatever your buyers see locally:

Adelaide	40	Ballarat	1	Brisbane	41	Cairns	7
Canberra	15	Darwin	42	Geelong	24	Gold Coast	42
Hobart	21	Melbourne	36	Newcastle	23	Perth	44
Sunshine Coast	23	Sydney	29	Toowoomba	23	Townsville	8
Wollongong	34						

YOUR ONE MOVE

SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 3.3/5

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/pool-builder

WHAT THE BEST GET RIGHT

Crystal Pools

Exceptional authority: nearly 70 years, buyer guides, explainer videos, service-area map and pool-type education.

COMPARE YOURSELF AGAINST

Blue Haven Pools Australia — Fear-of-wrong-builder headline, fixed-price options, flipbook...

Sundollar Pools — Award proof, regional coverage and premium custom-concrete...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/pool-builder

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 (444 pool builders 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.