

WHERE YOUR TRADE STANDS

34/45

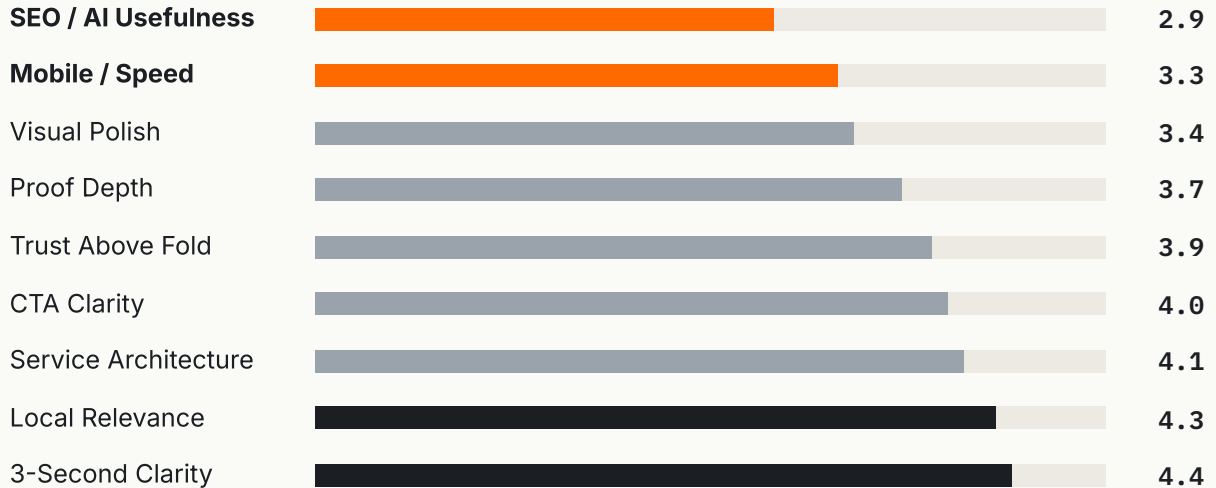
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — pressure washing 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 pressure washing carries **31 reviews** nationally — but it runs from **86 on the Brisbane** to **6 in Ballarat**. Your benchmark is whatever your buyers see locally:

Adelaide	52	Ballarat	6	Brisbane	86	Cairns	7
Canberra	13	Darwin	17	Geelong	16	Gold Coast	36
Hobart	64	Melbourne	52	Newcastle	9	Perth	40
Sunshine Coast	59	Sydney	20	Toowoomba	8	Townsville	41
Wollongong	6						

YOUR ONE MOVE

SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 2.9/5

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/pressure-cleaning

WHAT THE BEST GET RIGHT

We Wash Houses

Use house-washing specialist positioning and satisfaction guarantee.

COMPARE YOURSELF AGAINST

Boost Exterior Cleaning — Use soft-wash specialisation and surface-appropriate pressure...

Exterior Clean Melbourne — For one-business-day quote/communication promise.

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/pressure-washing

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 (257 pressure washings 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.