

WHERE YOUR TRADE STANDS

34/45

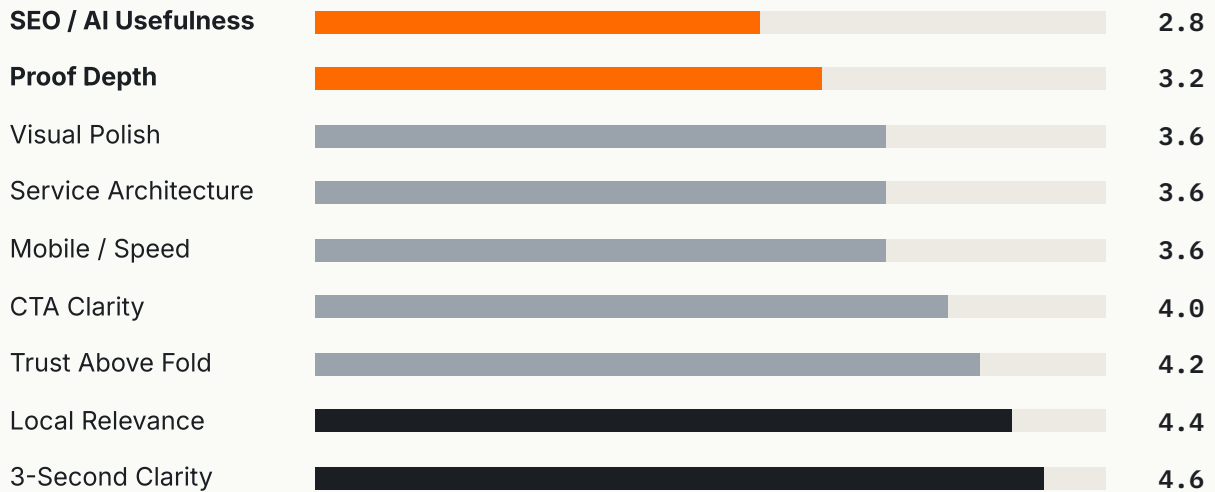
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — roofer 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 roofer carries **17 reviews** nationally — but it runs from **50 on the Melbourne** to **1 in Darwin**. Your benchmark is whatever your buyers see locally:

Adelaide	24	Ballarat	12	Brisbane	25	Cairns	9
Canberra	16	Darwin	1	Geelong	15	Gold Coast	34
Hobart	5	Melbourne	50	Newcastle	10	Perth	15
Sunshine Coast	41	Sydney	15	Toowoomba	4	Townsville	6
Wollongong	18						

YOUR ONE MOVE

SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 2.8/5

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/roofer

WHAT THE BEST GET RIGHT

All Roofing Services

Owner-led structure, licence/insurance, 7-year guarantee, free inspection, projects, FAQs and Know Your Rights content.

COMPARE YOURSELF AGAINST

Sydney Roofing Company —

Premium/specialist roofing material positioning and...

Brisbane Roofing Solutions —

Queensland climate-specific framing, free inspection and broad...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/roofer

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 5), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (398 roofers 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.