

WHERE YOUR TRADE STANDS

34/45

THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — security screens 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 security screens carries **48 reviews** nationally — but it runs from **127 on the Canberra** to **8 in Darwin**. Your benchmark is whatever your buyers see locally:

Adelaide	47	Ballarat	43	Brisbane	45	Cairns	35
Canberra	127	Darwin	8	Geelong	20	Gold Coast	121
Hobart	42	Melbourne	88	Newcastle	33	Perth	73
Sunshine Coast	53	Sydney	117	Toowoomba	11	Townsville	40
Wollongong	21						

YOUR ONE MOVE

SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 3.2/5

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

Take the questions from your last twenty quote calls and answer each in writing. See how the independent homeowner guides do it at guides.needatrade.com.au.

WHAT THE BEST GET RIGHT

Davcon Security Screens

Dealer positioning, custom-made product path, Brisbane-Gold Coast-Ipswich service-area clarity

COMPARE YOURSELF AGAINST

Seaside Screens — Coastal corrosion positioning, marine-grade quality,...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/security-screens

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 (467 security screens 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.