

# WHERE YOUR TRADE STANDS

**30**/45

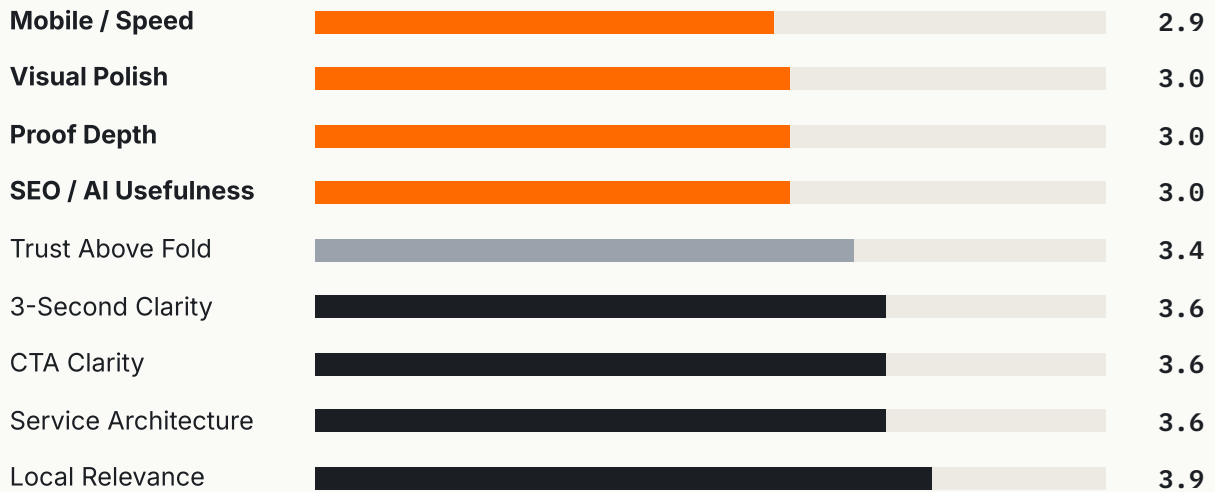
THE MARKET

**31/45**

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — tiler sites land **below 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 tiler carries **12 reviews** nationally — but it runs from **33 on the Melbourne** to **2 in Cairns**. Your benchmark is whatever your buyers see locally:

Adelaide	6	Ballarat	4	Brisbane	19	Cairns	2
Canberra	13	Darwin	7	Geelong	11	Gold Coast	16
Hobart	8	Melbourne	33	Newcastle	8	Perth	26
Sunshine Coast	7	Sydney	21	Toowoomba	8	Townsville	6
Wollongong	16						

TILER · THE ONE MOVE

# YOUR ONE MOVE

## MOBILE / SPEED – YOUR WEAKEST MARK, AT 2.9/5

Cut the hero image to under 500 KB and make the phone number tap-callable above the fold. On a \$400 Android on 4G, your page should paint in under three seconds with no layout shift.

### 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/tiler](https://guides.needatrade.com.au/tiler)

### WHAT THE BEST GET RIGHT

#### Volga Tiling

Copy the hard-hitting 'what fails behind the tile' education angle; excellent for separating quality operators from cheap tile-only contractors.

### COMPARE YOURSELF AGAINST

**Sydney Tiling 1** — Copy the region-hub/suburb architecture and the clear split...

**Superior Waterproofing / Tiling Services Brisbane** — Use the licence/QBCC/waterproofing-first compliance structure...

**PASS IT ON** →

Know a tiler who's invisible online? **Send them this.** Anyone can read their trade's benchmark, free, at [sellmyservice.com.au/benchmarks/tiler](https://sellmyservice.com.au/benchmarks/tiler)

## SEE YOUR FULL BENCHMARK – FREE, UNGATED.

[sellmyservice.com.au/benchmarks/tiler](https://sellmyservice.com.au/benchmarks/tiler)

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 (401 tilers 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](https://guides.needatrade.com.au/disclaimer).