

WHERE YOUR TRADE STANDS

28/45

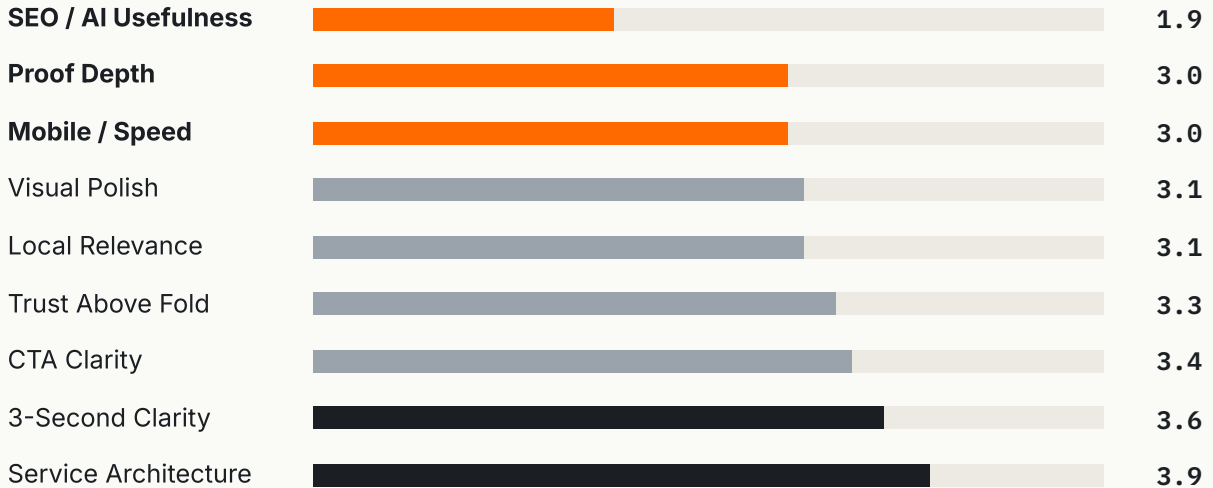
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — waterproofing 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 waterproofing carries **6 reviews** nationally — but it runs from **15 on the Cairns** to **2 in Newcastle**. Your benchmark is whatever your buyers see locally:

Adelaide	6	Ballarat	6	Brisbane	7	Cairns	15
Canberra	4	Darwin	5	Geelong	8	Gold Coast	11
Hobart	7	Melbourne	11	Newcastle	2	Perth	3
Sunshine Coast	2	Sydney	7	Toowoomba	3	Townsville	7
Wollongong	4						

YOUR ONE MOVE

SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 1.9/5

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/waterproofer

WHAT THE BEST GET RIGHT

Superior Waterproofing

Deep service menu, team/licence positioning, Brisbane-Gold Coast-Tweed regional relevance and Australian Standards language.

COMPARE YOURSELF AGAINST

Findlay-Evans Waterproofing —

Authority-led commercial remediation positioning and expert...

Hills Waterproofing — Compliance-led service menu, urgent-problem CTA, clear process,...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/waterproofing

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 (380 waterproofings 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.