HOMEPAGE DEMOS

Four homepages built for *Christie James.*

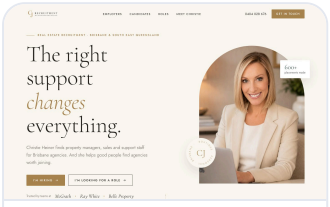
You told us you want something simple, bright and easy to read, that works for agencies **and** candidates. Here is what we built, why each choice is there, and how it helps you win the people your competitors are winning today.

> **Why the homepage matters right now.** When a Brisbane agency principal searches **"real estate recruitment brisbane"**, Google shows Gough, Oyster People and JA Recruitment on the map and you are not on page one (checked 17 Nov 2026). Our SEO work brings those people to your site. This homepage is what turns that visit into a call.

What you asked for, and where it shows up

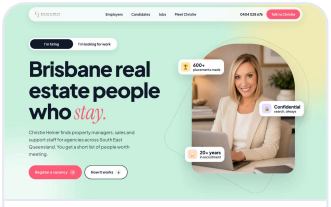
WHAT YOU SAID YOU LIKED	HOW WE BUILT IT IN
"Simplicity and feel" (Huntd, Intro)	Only 4 menu links. One idea per section. Lots of white space, short lines, no clutter.
"Brightness" (MJD)	Light, fresh backgrounds in all four. Option 2 uses soft colour blocks like MJD, but calmer.
"Good information without being overwhelming" (MJD)	Each section answers one question a visitor has: is this for me, why Christie, what roles, what do others say, how do I start.
"Not too many links" (Day One)	Every button opens the same short form. No dead ends, no hunting for a contact page.
"Both clients and candidates" (your email, 17 Nov)	Two doors on the very first screen: **I'm hiring** and **I'm looking**. Each leads to its own short form.

The four options



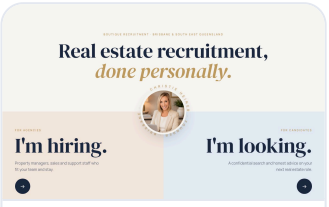
1. The Editorial

Calm and high-end, like a property magazine. Keeps your gold and your "The right support changes everything" line. Feels like a premium boutique.



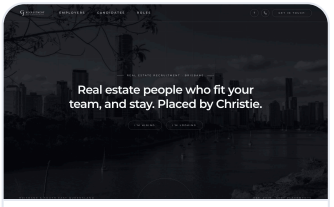
2. The Bright

Fresh, colourful and friendly. A switch at the top flips the whole page between agencies and candidates. The closest to MJD's brightness.



3. The Two Doors

The screen splits into "I'm hiring" and "I'm looking", with you in the middle. A Brisbane photo opens up as you scroll. Elegant navy and gold.



4. The Studio

Sleek and modern. A dark opening screen, then clean white panels, fine lines and sliders. The most "designer" of the four.

What every option does for you

- **Both audiences find their path in seconds**
  Agencies and candidates each get their own door and their own form. Nobody has to read about the other side first.
- **You are the reason to choose**
  Your rivals are teams. You are the specialist people deal with directly. Every option puts your face and your story front and centre.
- **Built for Google and AI answers**
  Page title "Real Estate Recruitment Brisbane", clear questions and answers (the format Google's AI and ChatGPT quote), and your business details coded for Google.
- **Your proof comes first**
  20+ years, 600+ placements, 70% repeat clients, and real words from McGrath, Ray White and Belle Property, all near the top.
- **One short form, every button**
  Fewer steps means more enquiries. Agency enquiries and candidate sign-ups arrive separately, so we can track which side is growing.
- **Your whole area, not just the CBD**
  Gold Coast, Sunshine Coast, Ipswich, Logan, Moreton Bay and the Redlands are named, so you can show up for searches there too.

How you compare, and how the new site closes the gap

COMPETITOR	WHAT THEY DO WELL	WHERE THEY LEAVE A GAP	WHAT YOUR NEW SITE DOES
Gough Recruitment	219 Google reviews. Top of the map for "real estate recruitment brisbane".	A national firm across six cities. Clients deal with a team.	Leads with you: one senior specialist from brief to first day.
Oyster People	66 reviews. Second on the map. Real estate specialists.	A text-heavy homepage with long paragraphs.	Short, modern sections and one clear action on every screen.
JA Recruitment	2,263 pages on their site, including job pages and a Gold Coast page that ranks.	National and broad. Their tagline is close to yours: "The right people. The right move."	Local Brisbane depth and your own story. Role and area pages come next in the SEO plan.
MJD Recruitment	Shows "4.95 from 1,687 verified reviews" on the first screen.	Covers Sydney, Melbourne and Brisbane, not real estate only.	Your proof up front too. The SEO plan grows your Google reviews (you have 1 today).
Huntd Recruit	A calm, beautiful look. It inspired Option 1.	Few numbers or client quotes on the homepage.	Same calm feel, plus your numbers and named client quotes.

Sources: Google search and Maps from Brisbane, 17 Nov 2026; competitor websites and sitemaps, 17 to 18 Nov 2026; your website, 17 Nov 2026.

Motion with a purpose

Headlines rise in, photos open up, numbers count up, quotes slide. It feels premium and alive, guides the eye to the next step, stays smooth on phones, and switches off for anyone who prefers less motion.

Your next step: pick your favourite.

Choose one option, or mix parts you like ("Option 2's switch with Option 1's look"). We then build the full website around it.

Reply with 1, 2, 3 or 4