YOUR PLAN AND INVESTMENT

More agencies and candidates finding *you* first.

Two parts: a new website that turns visits into enquiries, and a monthly SEO plan that brings Brisbane agencies and real estate candidates to it from Google, Google Maps and AI answers.

SEARCH GROWTH PLAN · MONTHLY

SEO for both sides of your business

~~US$1,500 a month~~

US$749 / month

You save US$751 every month

A special rate for Christie James Recruitment. Everything on the next page is included.

NEW WEBSITE · ONE-OFF

Built at cost. Zero profit to us.

Agencies usually charge A$3,000 to A$15,000*

US$997 one-off

You pay only our team's time

Your chosen homepage design, built into a full website. You own it.

Why are we building your website at cost?

1. **Your site is where our work lands.** Every agency and candidate our SEO brings in arrives on your website. If the site doesn't turn that visit into a call, our work is wasted. We'd rather build it right ourselves.
2. **We earn from results, not the build.** Our business is the monthly growth plan. The website is the base it stands on, so we give you that base for what it costs us to make.
3. **You are exactly who we want to work with.** 600+ placements, 20+ years, and the trust of McGrath, Ray White and Belle Property. A specialist like you is someone we want to grow, and keep, for years.
4. **The gap is easy to win.** Your rivals are teams. You are the expert people talk to directly. A site and search plan built around that is a story Google, AI answers and agency principals all respond to.

What's in your new website

- ✓ **Your chosen design** from the four demos, or a mix of parts you like
- ✓ **About 10 pages:** Home, Employers, Candidates, Current Roles, Meet Christie, Contact, plus 3 to 4 search pages (for example "Property Manager Jobs Brisbane")
- ✓ **Jobs on your own site** that you can add and remove yourself, set up to show in Google's job listings
- ✓ **Two simple forms**: "I'm hiring" and "I'm looking" with CV upload, straight to your inbox
- ✓ **Words written for you** in plain English, using your real reviews. You approve every word
- ✓ **SEO built in**: page titles, Google business details, sitemap, fast loading, mobile first, and redirects so nothing you have today is lost
- ✓ **Live in about 4 weeks** after you pick your design and send any photos or text we need
- ✓ **30 days of free changes** after launch

*Typical Australian agency price for a custom small business website, A$3,000 to A$15,000 (Bark Australia, website design cost guide, 2026).

Everything in your US$749 a month plan

Built around your two audiences: agencies who need staff, and real estate people looking for their next role.

MONTH 1 · FIX THE FOUNDATIONS

- **Move your Google Maps pin to Brisbane.** It sits about 1,180 km north today. We fix the address, service area, category ("Recruiter"), description and photos.
- **Technical fixes:** sitemap, robots file, one main web address, and let ChatGPT's crawler in (it was turned away when we tested).
- **Tracking set up:** Google Search Console and Analytics, with agency enquiries and candidate sign-ups counted separately.
- **Search research** for both sides: what agencies and candidates type, and what Gough, Oyster People and JA rank for that you don't.

EVERY MONTH AFTER

- **2 new search pages** for roles and areas (for example "Real Estate Recruitment Gold Coast", "Leasing Consultant Jobs Brisbane").
- **1 helpful article** agencies and candidates search for (salary guides, hiring tips), in your voice and approved by you.
- **Google Business Profile care:** 4 posts a month and a simple way to ask happy clients for reviews (with your help).
- **Local listings:** about 10 Australian business directories a month until you're on the ones that matter.
- **2 quality links a month** from relevant local and industry websites.
- **AI answer check:** each month we ask ChatGPT, Google's AI and Perplexity 10 questions your clients ask, and track if you're named.
- **Plain-English monthly report** and a 30-minute call with your dedicated account manager.

What one placement is worth

This plan costs about US$25 a day. You know your placement fee better than anyone. **If the plan brings in one extra placement every few months, it has paid for itself**, and every new agency that finds you can hire through you again and again. 70% of your clients already do.

MONTH ONE	THEN EACH MONTH	YOU SAVE
US$1,746	**US$749**	**US$751 / mo**
Website build + first month of SEO	Search growth plan	Against our usual US$1,500 rate

The cost of waiting. Every week the map pin sits 1,180 km away, Brisbane searches go to Gough (219 reviews), Oyster People and JA Recruitment instead.

SEO builds on itself. Start this month and your new site and first search pages are live before the new-year hiring season. Start in February and you begin when it's already under way.

Ready? Reply "go" and tell us your favourite design.

We start on your Google Maps fix the same week, and your new site goes live in about 4 weeks.

Reply "go"