



MAKE YOUR PRESENCE COUNT

02 / Why It Matters
**YOUR BUSINESS STARTS
OFFLINE.**

**BUT THE DECISION
STARTS ONLINE.**

Before someone visits, books or
buys,
They've probably already searched
for you.

BUILD YOUR ONLINE PRESENCE.

GOOGLE . REVIEWS . BRANDING



BUILT AROUND

YOU.

NO UNCESSARY PACKAGES.
WE IDENTIFY YOUR BUSINESS
NEEDS AND BUILD AROUND IT.



01.

DISCOVER

Understand
your business.



02.

AUDIT

Find the
opportunities.



03.

CREATE

Build what
you need.



04.

DELIVER

Ready to
put to work.



04 / The Outcome

WE MAKE YOUR DIGITAL PRESENCE

WORK HARDER.

TAKING BUSINESSES FROM BEING DISCOVERED TO BEING CHOSEN
THROUGH BUILDING THE DIGITAL PRESENCE YOUR BUSINESS
DESERVES.

01.

MORE VISIBILITY

Get discovered more by the right
people.

02.

MORE TRUST

Building confidence before
customers even reach you.

03.

MORE ACTION

Turn attention into visits,
Enquiries and bookings.

04.

MORE IMPACT

Creating a digital presence
people actually remember.

- New simple website
- Website refresh
- Google Business Profile setup
- Google Maps
- Photography / videography
- Short form video content
- Social graphics / profile refresh
- Menu / price list redesign
- Basic brand tidy-up



Customer Perspective / 01

05 / Behind FCK Works

FCK = FINLAY · CHARLES · KITCHING

- FCK Works aim is simple.
Great businesses deserve a digital presence that truly reflects what they actually offer.

About Me

My background has been built around people, communications and creating experiences that impact people.

Before launching FCK works, Working with different people, my background began in education, supporting children with special educational needs, alongside playing basketball at a high level before progressing into coaching and leadership roles.

Leading programmes and delivering in high pressure environments taught me how to communicate with people that communicate differently, adapt, problem solve and understand what people actually need.

Travelling and experiencing businesses as a customer showed me how much first impressions and digital presence influence where people choose to go.

FCK Works brings that perspective together with a fresh, creative and personal approach to helping businesses improve how they show up online.



FINLAY · CHARLES · KITCHING

Founder / FCK Works.



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LETS TALK !

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