

LCLM4002_LON Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2329357	Student Name	Nuria Carvalho
Website Chosen	Cleaners of London		
Insert hyperlink to website	https://www.cleanersoflondon.co.uk		
<u>Evaluation</u>			
Respond to each question			
Section 1 – Usability			
(75 words maximum for each answer)			
Question 1a - How quickly and easily does the website load?			
Answer: The website loads within a few seconds both on laptop and mobile, with no significant delays. This is supported by the BDC website checker, which gives it a score of 87/100, highlighting good performance, especially on mobile devices (BDC, 2026). Fast loading times are important as they improve user experience and can prevent users from leaving the website early (IONOS, 2023).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website includes several sub-pages such as services, prices, about us and contact, along with multiple clickable options across the homepage. These can be accessed through a clear top menu and different sections of the page, making navigation straightforward. However, some features are repeated, which may feel unnecessary. Clear navigation supports users in finding information more efficiently (IONOS, 2023).			
Question 1c - Can a customer make a booking via the webpage?			
Answer: A customer can make a booking directly through the homepage using the “Book a service” option in the top menu, as well as another “book now” option within the homepage. There are also several other options, such as getting an instant price by entering a postcode and following the booking steps. The booking process is accessible and relatively easy for customers to use.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: One improvement would be to reduce the repetition of booking options across the homepage. There are several options such as “book now”, “get instant price”, “book a service” and “check availability & price”, that lead to the same step which is to choose the type of cleaning. This can feel unnecessary and make the page longer to navigate. Simplifying these into fewer, clearer options could improve usability and make the website easier to navigate.			
Section 2 – Pleasure – Customer Experience			
(75 words maximum for each answer)			
Question 2a – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?			
Answer: The website looks clean and simple, which helps users move around it more easily. On mobile, the page becomes longer to scroll and some content feels repeated, which can slightly affect the browsing experience. However, the overall layout remains			

consistent across devices. A well-organised design can positively influence how users experience and interact with a website (Jongmans et al., 2022).

Question 2b - How does the website use imagery, video and colour?

Answer: The website includes relevant images linked to cleaning services, helping users understand what is offered. The main colour used is green, which gives a fresh and clean impression, although blue could also be associated with professionalism. There are no video elements included. Overall, the visual aspects help present the service clearly and contribute to a professional look (Jongmans et al., 2022).

Question 2c – Has the website made use of an online chat tool on the website? How effective is this to enquire about the product or service?

Answer: The website does not provide a live chat feature and instead relies on contact through a phone number and email during working hours. While this works, it may not be the most convenient option for customers needing quick responses. This makes it less effective for quick enquiries. Introducing a live chat or WhatsApp option could improve communication, especially for customers who prefer faster and more direct contact. Good communication plays an important role in customer experience (Kotler et al., 2018).

Question 2d – How effective are the social media links on the website?

Answer: The social media links are easy to access as they appear on all pages through the footer. However, their effectiveness differs between platforms. Facebook shows higher activity, while others have limited engagement and less recent content. This can reduce their overall impact. Posting more frequent content, such as short before-and-after videos on platforms like TikTok and Instagram, could help improve engagement and reach. Social media supports businesses in connecting with customers and increasing visibility (Kotler et al., 2018).

Section 3 – Perceived Value

(75 words maximum for each answer)

Question 3a - How are the services offered by the company made clear to customers?

Answer: The services are shown across the homepage in places like the main menu, the middle section and the footer, so they are quite easy to find. This makes it simpler for customers to see what services are available, although some parts feel a bit repeated. Overall, it is easy to understand what is offered, but it would help to have a bit more detail explaining what each service includes.

Question 3b - How are customer reviews made available? Are these up to date?

Answer: The website displays Trustpilot ratings and statements such as “14,000+ happy customers”, making customer feedback very visible. This can help build confidence when selecting a service. However, other platforms show fewer and less recent reviews, which may raise some concerns. Overall, reviews are easy to access and appear mostly current, supporting customer trust (Kotler et al., 2018).

Question 3c – How is the service presented as high quality? For what reasons would you use the company’s service or recommend to a friend or family member?

Answer: The service is presented as high quality through trust indicators such as Trustpilot ratings, the number of customers and satisfaction guarantees, which help the company feel more reliable. I would use and recommend the service, mainly because of the positive reviews, the fact that they are fully insured, and the website being easy to use.

Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If no, why do you think the company has chosen not to include prices?

Answer: Pricing is relatively clear, as the website includes a "Prices" section with hourly rates and starting costs. The final price is worked out during the booking process depending on the cleaning service, property type and any extra services chosen. This approach helps customers understand expected costs. Overall, pricing appears consistent with the level of service presented, supported by trust indicators and the general appearance of the website.

Section 4 – Searchability

Question 4a - What **three** words would you type into Google to find this type of service?

1. Cleaners in London
2. Home cleaning London
3. Domestic cleaners London

Question 4b - When you type these words into google, does the company's website appear in the top ten websites?

Answer: Yes, the website appears within the top ten results for all three search terms. It ranks approximately 7th for "Cleaners in London", 9th for "Domestic cleaners London" and 10th for "Home cleaning London", excluding map listings but including sponsored results. This suggests good visibility on search engines, making it easier for potential customers to locate the business.

Section 5 – Reflection and conclusion

(120 words maximum for each answer)

Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.

Answer: Yes, I believe websites remain important in UK business today because most customers search online before selecting a service. From my experience, I usually check a company's website first to understand what they offer and read reviews. If a business does not have a website, it can seem less trustworthy. This highlights how online presence can influence customer decisions (Kotler et al., 2018).

Question 5b - If you were to make one recommendation about how to improve the website of your chosen company, what would it be? Why have you suggested this improvement?

Answer: One recommendation would be to improve the booking system by making it more flexible. Currently, the available options may not cover all customer needs. Making the system more adaptable would allow users to select services that better suit their situation. This could improve customer satisfaction and make the website easier to use overall (IONOS, 2023).

Reference List

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IONOS (2023) *Optimize Website Navigation*. Available at: <https://www.ionos.co.uk/digitalguide/websites/web-design/website-navigation/> (Accessed: 16 April 2026).

Jongmans, E., Vermeulen, I.E., Van Dijk, E. and Van der Laan, L.N. (2022) 'Impact of website visual design on user experience and website evaluation: the sequential mediating roles of usability and pleasure', *Journal of Marketing Management*, 38(17–18), pp. 2078–2113.

Kotler, P., Keller, K.L., Brady, M., Goodman, M. and Hansen, T. (2018) *Marketing Management*. 4th European edn. Harlow: Pearson.