

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2533416	Student Name	Rafin Azad
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 was very fast and easy to load, fast access to the home page including images and booking the booking option, the website had no delays computer loaded faster than mobile phone			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: the website has different specific services, such as house cleaning, end of tenancy, and deep cleaning. This makes it easy for users to navigate to the necessary task and are easy to access right on the home page on top left.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can directly make bookings through the website, The site allows to book specific services based on their property needs and layout, and book the service at various times of the day, and this can be done all under two minutes furthermore it also provides instant prices before securing the booking			
Question 1d - What improvements could be made to the usability of the website?			
Answer: the website can add a AI customer service, as customers cant get a text reply and rely on phone numbers or emails.			
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 webpage looks highly professional and modern which presents as trusted, The layout is easy to read, there are no noticeable difference when using a phone as the website is responsive. On a computer, the main menu is spread across the top, but on a mobile device is on a drop-down menu and the images stack vertically to make scrolling easier on a smaller screen.			
Question 2b - How does the website use imagery, video and colour?			

Answer: the website uses the colour white and blue this gives them a professional look. It does not include videos but it has pictures of clean rooms and happy cleaning employees. The pictures make the business look trustworthy.	
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 have a live chat or A, customers can't ask quick questions they have to call or email.	
Question 2d – How effective are the social media links on the website?	
Answer: the social media links located at the end of the webpage are affective and easy to find. This allows customers to see recent updates and build trust in the business	
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 company makes it's service very clear by using a drop down menu at the at the top of the website, furthermore the home page list specific options for different services like Domestic cleaning, End of tenancy, and carpet cleaning this helps customers Understand quick exactly what the business offers	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Customer reviews are prominently displayed on the homepage through a Trust pilot widget. This section shows the company's overall star rating alongside individual customer reviews. The reviews are highly up-to-date, featuring recent dates and detailed feedback, which provides strong reassurance to new customers	
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 sevice is presented as high quality by highlighting that all cleaners are fully vetted and experienced, and it displays a strong Trust pilot ratingnwith a average 5 star, I would use my self and recommend this company because of their instant pricing and easy online booking system wich makes arranging a cleaner stress-free and higly convenient.	
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: yes, process are made completely clear to customers, the website displays hourly rates and even offers an instant proce calculator on the booking page.	
Section 4 – Searchability	
	1. Cleaners

Question 4a - What three words would you type into Google to find this type of service?	2. London
	3. Domestic
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: No. When I type these words into google, the company's website does not appear in the top ten results.	
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, websites have a big relevance in modern UK business. While social media is excellent for marketing, a dedicated website acts as a trustworthy digital storefront. Makes the business look professional and build credibility through verified reviews. About cleaners of London, websites provide a secure platform for customers to make instant bookings at any time of the day.	
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: I recommend adding a live chat tool or automated customer service bot to the bottom corner of the website, I suggest this improvement because modern customers expect instant answers to simple questions, currently customers are required to send an email or make a phone call, this requires more effort and can cause loss of customers.	

Reference List

Cleaners of London (2026). *Cleaners of London*. [online] Available at: <https://www.cleanersoflondon.co.uk> [Accessed 11 Apr. 2026]