

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2505373	Student Name	Mario Elian Gugea
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 it's loaded fast and quickly when utilising a desktop computer, it loads in two to three seconds, indicating that it is optimised and has a reliable server. To make things easier for slower internet users, images have been reduced without sacrificing quality. In terms of user experience, it is crucial for a webpage to load in a matter of seconds since if it takes longer than that, users would have given up (Nielsen, 2012).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website has several sub-pages and it's straightforward and simple to use. This is evident in its well-designed main menu, which offers useful "Home," "About Us," "Services," "Price List," "Reviews," and "Contact" options to enable visitors quickly access all the necessary information. According to Qin, Cao, and Wang (2016), this is a crucial component of successful user experience designs that yield favourable outcomes in terms of functionality and user friendliness.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the Cleaners of London website allows customers to make direct reservations. The procedure is simple: when customers click the prominently displayed "BOOK NOW" button, they are taken to an online appointment form where they can enter their information, choose the service they need, and pick a time and date that works for them. This feature promotes an effective user experience and increases convenience.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: I would recommend including a live chat facility for immediate customer help to enhance the Cleaners of London website's usability. Increasing the visibility of social media links and putting reviews directly on the website could improve engagement and trust. The user experience would also be enhanced by making sure mobile responsiveness and navigation are optimised. These modifications would improve the website's usability, accessibility, and potential to boost user engagement and conversions.			
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 page has a very attractive appearance. With a white background and hints of green, the website's overall design is simple and modern. It feels pleasant and enticing as a result. It is completely responsive on a mobile platform, and its design adapts beautifully to a smaller screen. To be honest, I don't see much distinctions between using a desktop or mobile device to view it.

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

Answer:

The cleaning crew and services are depicted in crisp, high-quality photos on the website, which promotes professionalism and trust. The colours, which mostly consist of green and white, convey cleanliness and freshness. Coherent imagery and colour have a big impact on user attention and happiness, therefore even though the website doesn't contain videos, its visual harmony keeps users interested (Hall and Hanna, 2004).

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 currently have a live chat feature; instead, consumer communication is mostly done through phone and email contact forms. By enabling customers to get immediate assistance and answers to their questions, a live chat feature could speed up and improve user engagement. According to studies, live chat enhances customer happiness, response times, and general engagement, all of which can lead to increased conversion rates and an improved user experience (Ramroop, 2022).

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

Answer:

The website has links to Facebook and Instagram, both of which function properly but are not very obvious due to their placement in the bottom. Increasing the prominence of these links on the site might greatly increase visibility and promote user engagement. Effective social media link integration improves user interaction, promotes brand visibility, and strengthens online presence and consumer satisfaction, according to research (Dixon, 2024).

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" page provides a detailed explanation of the company's services, which include routine cleaning, end-of-tenancy cleaning, and thorough cleaning. This clarity lowers confusion and aids customers in making well-informed selections. Since customers are more inclined to interact with a business that communicates offerings properly, I believe that providing services in a clear and concise manner is crucial for fostering confidence and guaranteeing a positive online experience.

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

Answer:

Based on more than 280 reviews, the company has an external rating of 4.2 on the Trustpilot platform (Trustpilot, 2025). These reviews seem to be updated frequently,

reflecting the experiences and satisfaction levels of current customers. Although this external display promotes transparency, incorporating the comments directly inside the website could increase trust and have an impact on prospective buyers' choices.

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 business uses polished photos, thorough service descriptions, and a simple, contemporary website design to portray its services as being of the highest calibre. Reliability and trust are further reinforced by the consistent branding and favourable client feedback. In my opinion, I would suggest this business since it exhibits professionalism, openness, and high levels of client satisfaction—all of which point to a trustworthy and respectable cleaning service provider.

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:

Although a broad summary of service charges is given in the "Price List" part of the website, not all pricing information is presented for every package. Customers can get a general sense of affordability thanks to this partial transparency, which also permits customised bids. The pricing listed, in my opinion, fairly represent the business's professional image and the superior service it advertises across the website.

Section 4 – Searchability

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

1. London cleaning services
2. London end-of-tenancy cleaning
3. Expert cleaners in my area

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

Answer: The company's website shows in the top ten results when these keywords are searched on Google, especially for "cleaning services London" and "end of tenancy cleaning London." This exhibits strong internet exposure and efficient search engine optimisation (SEO). Being listed on Google's first page shows a company's strong online presence and boosts the possibility of drawing in new clients.

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:

Websites, in my opinion, are still quite important for contemporary UK firms. In my opinion, a website serves as a central location where clients can consistently obtain specifics about services, costs, and contact information. A good website offers credibility and confidence that cannot be totally duplicated elsewhere, despite the fact that social media and mobile apps are frequently used for marketing and engagement. Additionally, it facilitates search engine optimisation, which aids prospective clients in finding the company online. In my view, having a clear, well-designed website is crucial for both drawing in new clients and keeping existing ones since it shows professionalism, dependability, and openness in a cutthroat industry.

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:

If I had one suggestion for making the Cleaners of London website better, it would be to have a live chat function. In my opinion, this would enhance user interaction and engagement by enabling prospective clients to ask questions and get prompt answers. Responses may be delayed because contact forms and phone calls are now the only ways to communicate. By offering prompt assistance and boosting satisfaction and trust, live chat integration will improve the client experience. This minor adjustment, in my opinion, might greatly increase conversion rates, show responsiveness, and enhance the business's professional image, enabling customers to make well-informed choices and feel secure when selecting their services.

Reference List

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