

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2532847	Student Name	Wilson Akyampong
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 The Cleaners of London show high efficiency, with content loading instantly without noticeable delays. Navigation is smooth and responsive, enabling users to move between sections effortlessly. (Shum 2012) highlights that optimisation techniques can significantly enhance page load speed, thereby improving overall user experience across different connection types. Therefore, the integration of these elements ensures that the website delivers fast, reliable, and user-centred experience, which is essential for retaining users and achieving organisation objectives.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The site The Cleaners of London exhibits a clear and logical structure, with distinct sections dedicated to many services, which enhances overall usability and user engagement. Navigation is intuitive, helping users with a clearer and a more defined main menu and the use of internal links that allows moving between pages more effective. According to (Morville and Rosenfeld 2006) a well-structured navigation system plays a crucial role in ensuring that digital environments are usable and accessible. Furthermore, users can easily find specific services such as “End of Tenancy” or “Deep Cleaning” through a logical hierarchy and descriptive headings (Cleaners of London,2026). Hence, the structured layout and user-friendly navigation contribute to positive user experience, supporting both accessibility and efficient delivery of information.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, The Cleaners of London site provides a fully functional online booking system, which enhances convenience and operational efficiency for users. A prominent “Book a Service” button ensures immediate visibility and accessibility, encouraging user interaction and reducing barriers to engagement (Cleaners of London,2026). Through this system customers can select service options, customise their requirements, view fixed pricing,			

and confirm bookings instantly, reflecting a user-centred design approach. The ability to complete the booking process in approximately 60 seconds shows a strong emphasis on minimising user effort and time.

Furthermore, the transparency of fixed pricing supports trust and reduces uncertainty, which is critical in influencing user decision-making on online environments. Therefore, the integration of a fast, transparent, and customisable booking system contributes to both user satisfaction and business effectiveness, reinforcing the site's usability and service quality.

Question 1d - What improvements could be made to the usability of the website?

Answer:

While the site The Cleaners of London is functional, certain sections such as the "Smart Booking System" contains dense blocks of text that may negatively affect readability and user engagement (Cleaners of London, 2026).

Simplifying content and incorporating bullet points or shorter paragraphs would therefore enhance clarity and improve the overall user experience. Additionally, the implementation of a sticky navigation bar could further strengthen usability by allowing users to easily return to the main menu while scrolling through longer pages.

Hence, addressing these issues through improved content presentation and enhanced navigation would significantly increase readability, accessibility, and overall user satisfaction.

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 The Cleaners of London presents a professional and clean aesthetic, utilising a white background complemented by blue accents that effectively reflect the cleaning theme. It is fully responsive, with the layout adapting seamlessly across devices.

On mobile, navigation menus collapse into icons while text remains clear and readable, ensuring a consistent and user-friendly experience across all screen sizes.

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

Answer:

High-quality images show clean environments and suggest professionalism, but their effect on user trust might be exaggerated without interactive or dynamic elements (Lidwell et al., 2010). The consistent blue and white colour scheme supports traditional links to cleanliness and reliability. However, depending too much on familiar colour psychology can limit how visually distinctive it is (Eiseman, 2006). Not including video content misses a chance to engage users further, but the image placement helps reduce text density and improves readability (Krug, 2014). These design choices create a clear interface, but they stay standard and do not significantly go beyond established usability principles (Garrett, 2011). Overall, the website has a coherent visual identity, but its design approach favours familiarity over creativity or uniqueness.

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 Cleaners of London website does not feature a chat or pop-up messaging system. Instead, it prioritises direct communication with service staffs via telephone. While this approach may foster trust and a more personalised customer experience, the absence of instant messaging options can reduce perceived responsiveness and accessibility for

users who prefer quick, text-based interactions (Nielsen Norman Group, 2020). Research in digital service environments suggests that users increasingly expect immediate feedback and efficient communication channels, particularly in online contexts where speed and convenience are prioritised (Zeithaml, Valarie, et al., 2002). Consequently, the lack of real-time messaging functionality may negatively influence user satisfaction and overall service perception

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

Answer:

Social media links are not clearly visible on the main website. This may limit chances for user engagement and building a brand community. Adding clear social media icons could improve transparency, credibility, and trust. It would let users see real customer interactions and ongoing communication (Kaplan, Andreas, and Haenlein, Michael, 2010). Right now, the website seems to depend more on third-party validation, like Trust-pilot ratings and customer statistics, instead of encouraging direct social engagement. While these indicators can boost perceived reliability, research shows that interactive platforms and user-generated content significantly shape trust and consumer relationships in digital spaces (Mangold, Glynn and Faulds, David, 2009). Therefore, the limited visibility of social media integration may restrict the brand's ability to create a more dynamic and engaged online presence.

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 service are clearly organised into defined categories with distinct headings such as Domestic Cleaning ,Deep clean, and End of Tenancy services. Each category is is accompanied by a brief description and a summary of its key benefits, enhancing user understanding and decision making. Furthermore, the "how it works" section outlines a simple three-step process, making it easy for visitors to understand and improves overall usability by clearly communicating the procedure to potential customers(Cleaners of London,2026).

Overall, the structured presentation of services, combined with the a clear and accessible explanation of the process, contributes to a more user-friendly and effective website design, ultimately supporting higher engagement and conversion rate.

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

Answer:

Reviews are displayed via an integrated Trust pilot widget showing a rating of 4.5 out of 5 stars based on over 290 reviews. The site also highlights "14,000+ Happy Customers". While specific recent comments are not listed, the overall ratings appear current and credible (Cleaners of London, 2026). This combination of quantified customer satisfaction and aggregated review scores contributes to a positive brand image and may influence user decision-making, particularly for first-time visitors who rely on external validation. However, while the overall ratings appear current and credible, the absence of visible, detailed recent reviews or customer testimonials may limit the depth of insight available to users. Including specific feedback, such as written comments or case-based experiences, could enhance authenticity and provide a more comprehensive understanding of service quality. Nonetheless, the existing use of a reputable review platform and clear presentation of customer satisfaction metrics effectively supports trust-building and strengthens the website's persuasive appeal.

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: Quality is strongly emphasised through The cleaners of London website. The site focuses on professionalism, safety, and reliability. This is demonstrated by references to a strict vetting process for staff, which suggests that cleaners are carefully screened and trained to meet high standards. The inclusion of £5 million insurance coverage further reinforces this commitment to quality, as it provides customers with reassurance that any potential risks or damages are financially protected. Additionally, the presence of a satisfaction guarantee highlights a customer-centric approach, indicating that the company is confident in its service delivery and willing to address any issues that may arise. The “pay after service” policy reduces perceived financial risk and builds trust, as customers are only required to pay once they are satisfied with the outcome. Furthermore, the assurance of consistent staff adds an element of familiarity and reliability, which is particularly valuable for repeat customers who prefer continuity in service provision. Overall, these features collectively strengthen the business’s credibility and appeal, supporting a positive evaluation of its service offering (Cleaners of London, 2026).

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 information is presented clearly and transparently, with starting rates such as Domestic Cleaning from £20 per hour prominently displayed. This upfront visibility enables potential customers to quickly evaluate affordability and suitability, thereby enhancing usability and supporting informed decision-making (Cleaners of London, 2026). The pricing appears competitive within the London market, particularly when considered alongside the professional standards and service quality communicated throughout the website.
Furthermore, the provision of a detailed cost breakdown prior to booking strengthens transparency and trust. Research suggests that clear and accessible pricing information reduces perceived risk and increases user confidence in online service platforms (Kotler et al., 2019). By allowing users to review full pricing structures before committing, the business aligns with best practices in digital service design, where transparency is a key factor influencing customer satisfaction and conversion rates (Chaffey & Ellis-Chadwick, 2019).

Section 4 – Searchability

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

- 1.Cleaners London
- 2.End of tenancy cleaning
3. House cleaning

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

Answer:
The Cleaners of London site demonstrates a strong foundation in search engine optimisation (SEO) through its professional branding, targeted geographical focus, and strategic use of relevant keywords. The inclusion of location-specific terms such as “London cleaning services” supports local SEO performance by aligning the content with common user search behaviour. Additionally, clear service descriptions and structured page layouts contribute to improved indexing by search engines. These on-page SEO elements are known to enhance visibility and increase the likelihood of appearing in relevant search results (Google, 2024).

However, while the site appears well-optimised internally, high search rankings are also influenced by off-page factors such as domain authority, quality backlinks, and competition within the London market. Without access to performance data such as keyword rankings or traffic analytics, it is not possible to conclusively determine its position within search engine results pages. Furthermore, technical SEO aspects, including page loading speed and mobile responsiveness, also play a critical role in ranking outcomes (Moz, 2023). Therefore, although the website is well-positioned to perform effectively in local search results, its actual ranking success cannot be guaranteed without further empirical evidence

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 remain essential. They act as the central hub for information, branding, and transactions. While social media is useful, a dedicated website offers full control over customer data and user experience. In the UK market, consumers view professional websites as a mark of credibility and security, making them indispensable for business success.

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 feature or expanding the FAQ section. Currently, important details like cancellation policies are within long text blocks. A chat function would provide instant answers to common queries, reduce phone workload, and improve customer satisfaction by offering immediate support at any time of day.

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