

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2528092	Student Name	Shaheed Khan
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 easy to load because of the key words used for the search in the search engine as “Cleaners of London”. The website appeared at the top with these key words on the laptop. The time taken to load the website was minimal (3-5 seconds, keeping in mind the availability and loading speed of the internet connection it can be reduced to a single click). The overall accessibility of the website was satisfactory.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website contains many sub-pages for easy navigation to avail different services and for inquiry of prices. For a prospective customer this website is well developed and easy to navigate on a cell phone or his PC. The main page has quick links and buttons with clear description for any queries or services required or demanded by the customers.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, a customer can make a booking via the webpage. For this purpose, one has to be clear about the services he requires and the choices he has. The navigation bar on the webpage includes the main menu providing search options for services, prices, contacts and about the company. A one click button labelled “Book a Service” on the top right of the navigation bar gives you a lead to your required services.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The following ways could be helpful to make the usability of the website easier: 1. Upload the real “Before-After” images instead of descriptive claims 2. There is a limited differentiation because other competitors can make the same claims about the same services. 3. The service detail depth is low. The webpage needs to mention clearly what is cleaned and what not. 4. Address the damage complaints upfront to avoid negative impact on business.			
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 presentable after loading because it uses studio imagery as a description. The icons are well placed and show commitment to better services through a FAQ menu at the end pages. A mobile phone view of the website is quite different. The webpage has a navbar on the top in a computer while a phone has a check bar as a menu. Mobile view is relatively easier to navigate through the webpage.
Question 2b - How does the website use imagery, video and colour?
Answer: The website uses imagery in line with the written description at any place on the webpage. Important thing is that the website should focus on real time workplace photography to improve the customer trust and hence flourish the business. Videography is almost nowhere to be found on the webpage. The use of colour and contrast on the web page are the things which might need further improvement for visible attraction of the website.
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: No, unlike many other businesses this website does not use any online chat tool / WhatsApp / Instant messaging tool which is quite common and necessary these days. The overall effectiveness to enquire about products and services is compromised because one can only contact via a phone number or an Email which has its limitations both technical and social. An online chat tool is the need of the hour for Cleaners of London.
Question 2d – How effective are the social media links on the website?
Answer: The social media links on the website are not very effective. There is a lack of updated sharing of services on the Facebook and Instagram pages. Moreover, the social media icons are placed on the footer which means low visibility and engagement. The site relies mainly on direct bookings, phone calls and Email. This limits the user trust building and brand visibility of the business. The social media links are present but under-leveraged.
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: For this purpose, a dedicated button labelled as “Services” on the navbar lists the type of services provided to the customers with separate pages for each service including brief description. It is a step-by-step booking form with check boxes from where the customer can select services required. There are icons and short text to summarise the offering which are concise rather than detailed so the clarity is good but not very in-depth.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: The reviews are visible via a Trustpilot widget/ Link which is not directly built into the site. The users are redirected to the Trustpilot page where all the reviews are listed. The reviews are time-stamped and are updated continuously. The recent reviews listed on the webpage are from 2025-2026. The reviews are up to date (2026 entries are present). This means that the review stream is maintained actively rather than left outdated.
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 mainly through trust signals, structure and guarantees. The cleaners are experienced, insured and identity checked. The services are a low risk booking as the customer pays after services. The cleaners are repeated for quality consistency and assurance. The booking is fast and convenient for busy users and households. The process is transparent due to fixed prices and instant booking. Website shows high business volume (14000+ bookings).

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, the prices are made clear in principle but not presented clearly upfront in a fixed list. The website usually uses instant booking calculator based on the area to be cleaned rather than a flat price list for a house or apartment. The final price is shown after the customer select the type of property, size (number of living/ bedrooms, lounges, staircase etc) and the type of services required.

Section 4 – Searchability

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

1. Cleaning
2. Domestic or House
3. London

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

Answer:

Using these three words as key words on google, I was able to find the website in the top 10 websites.

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 still have very strong relevance in the modern UK business, especially for the businesses that are service based. These websites act as a central hub for credibility, information and details and direct conversions. While the social media and phone applications drive the discovery and search, websites are recognized as trusted sources for legitimacy and comparison of services. Furthermore, the websites are trusted for purchases and complete the booking process. In sectors like house and domestic cleaning, healthcare and other professional services a website builds trust through pricing, reviews and transparency. Nowadays the role of a website has shifted to being a part of a wider digital ecosystem including social media marketing, marketplaces and google search.

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 would strongly recommend adding a stronger on-page differentiation and physical proof of quality including real visuals and processes. The site already covers the basics like pricing, booking and trust claims. What is missing on this website is instant visuals and emotional proof that will urge the users to choose it over other competitors. For this

purpose, the website can add a section including “Before-After” photos of the cleaning process on a property, cleaner profiles and specific real time job examples. This will help build the customer trust faster, reduce the hesitation and confusion because the users are able to see the evidence rather than just reading online claims.s

Reference List

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