

LCLM4002_BIRM Digital Skills Task 3			
Website Evaluation			
Student Number	2524896	Student Name	2524896
Website Chosen	Yaga Reading		
Insert hyperlink to website	Https://www.yogareading.co.uk		
Evaluation			
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 Yoga Rreading website was loaded under one second after putting the URL (hyperlink) in a web browser.			
Question 1b – Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The Yoga Reading website contain many sub-pages such timetable, events and courses Also, a prospective customer will be able to navigate through the sub-pages by clicking on the links one after the other.			
Question 1c – Can a customer make a booking via the webpage?			
Answ Yes customer can make a booking via in the webpage which is easy to access to and comunicate with the customer service.			
Question 1d – What improvements could be made to the usability of the website?			

Answer: Improving website focusing on mobile responsiveness and clear accessible booking systems.
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: Interesting webpage and have nice design customer can the address when they click before click to any of them. The different is in a computer in sub-page show all the details before customer click in the on off them such Timetable shows updated schedule to classes... Yoga reading On the phone when customer click it show the sub-page with no information until customer click one of them and see what is in the sub-pages.
Question 2b – How does the website use imagery, video and colour?
Answer: The site mainly uses high-quality photos of yoga poses and calm environments (e.g. nature, studios). Often there is a large "hero image" at the top of the homepage showing a person doing yoga to immediately set the mood.
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: It also mentions contacting them via email or phone for enquiries, rather than instant chat... So, this SPECIFIC website does not appear to use an online chat tool..
Question 2d – How effective are the social media links on the website?
Answer: There are no clearly visible social media links (e.g. Instagram, Facebook, Twitter) on the main pages or navigation. This suggests social media is either not used or not integrated into the website effectively..
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 offered by Yoga Reading are made clear to customers in several structured and user-friendly ways,which helps visitors quickly understand what is available...The website is highly effective at explaining its service because it combines clear structure with detailed information,making it easy for customers to understand and choose the right option.
Question 3b – How are customer reviews made available? Are these up to date?
Answer:Customer reviews for Yoga Reading are mainly provided through a dedicated testimonials page on their website...Customer reviews are available mainly through a testimonials page with written feedback,which is useful for insight and building trust.However,they are not clearly up to date ,as many lack dates and may be outdated,reducing their overall effectiveness for customers making current decisions.
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: Yoga Reading presents its services as high quality through several features on the website. This shows they can cater to different need and experience levels, indicating a well-developed service.
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 -prices are made clear on the Yoga Reading website. Prices are clearly displayed and transparent ,which helps customers make informed decisions. They also reflect the quality of service shown ,as the structured, professional,and specialised nature of the classes justifies the cost.
Section 4 – Searchability

Question 4a – What three words would you type into Google to find this type of service?	1.Yoga
	2.Reading
	3. classes
Question 4b – When you type these words into google, does the company’s website appear in the top ten websites?	
Answer: It is not consistently in the top 10 organic results. No-the company's website does not reliably appear in top 10 Google results for common searches. While it is present online, its search visibility is limited,which could reduce the number of new customers finding 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-a website like this is still very relevant in modern UK business especially for small service based companies such as yoga studios.However,its relevance depends on how well it is keeps updated and integrated with other digital tools. Yes, the website is still highly relevant in Morden UK business, because it acts as the main source of trusted information and booking.	
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 could suggest one improvement to the Yoga Reading website, it would be add a live chat or instant messging tool(or an AI chat assistant).Adding a live chat feature would improve the website because it would make communication. Faster...Easier...More engaging...	

Reference List

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