

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
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Website Chosen	Clenaresforlondon		
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 loads quickly on both desktop and mobile device. The homepage appears within a few seconds, and the buttons and menus respond immediately. There were no noticeable delays when navigating between pages. Overall, the site is user friendly, smooth, and easy to move through.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website has several sub-pages, including services, pricing, faqs and contact details. Customers use the main menu at the top of the page to get to these sections. The menu is clear and has drop-down options, which makes it easy to find the right information. Most pages also link to related services, helping with navigation.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, a customer can book directly on the website. There is a clear book now button on the homepage. It takes you to a form where you choose the service, date, time and add your details. The process is straightforward and doesn't take long to complete.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Some pages contain quite a lot of text, so breaking it into smaller sections would make it easier to read. The mobile version could also benefit from a slightly clearer menu when scrolling. Adding a more visible search bar and using more icons could help people find information more quickly.			
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 looks tidy and professional, with a clean layout and simple colours. On a computer, everything is well spaced and easy to read. On mobile, the design still looks good, but the pages feel longer because everything stacks vertically. Even so, the site is pleasant to use on both devices.			
Question 2b - How does the website use imagery, video and colour?			

Answer: The website uses bright and tidy images that match the cleaning theme. The colours are mostly blue and white, which gives the site a fresh and clean look. There are not many videos, but the photos help show what the company does. Overall, the imagery and colours make the site feel trustworthy and easy to look at.
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 has a small chat box that pops up in the corner. It lets you ask questions without needing to look through every page. The replies come fairly quickly, which is useful if you want quick information about prices or booking. It makes the site easier to use, especially for people who prefer messaging instead of calling.
Question 2d – How effective are the social media links on the website?
Answer: The social media links are easy to spot at the bottom of the website. They work properly and take you to the company's pages, where you can see posts, photos and reviews from customers. It's helpful for getting a better idea of the company's work. The links make the business look more active and trustworthy.
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 are clearly listed in the main menu, with separate pages for things like regular cleaning, deep cleaning and end-of-tenancy cleaning. Each page explains what is included and gives a short description. There are also buttons on the homepage that lead straight to the most popular services. This makes it easy for customers to understand what the company offers.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: Customer reviews are shown on the website through a Trustpilot widget. This lets visitors see star ratings and comments without leaving the site. The reviews appear to be up to date because they show recent dates and ongoing feedback. This helps customers get a sense of how others feel about the service before they book.
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 website presents the service as high quality by using clean imagery, clear descriptions and mentioning trained and vetted cleaners. They also highlight guarantees and show strong customer reviews, which helps build trust. I would consider using or recommending them because the booking process is simple and the reviews suggest that most customers are happy with the results. The overall presentation feels professional.
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: Some prices are shown, especially for regular cleaning, but other services use a quote system. This might be because the work can vary depending on the size of the

property or what needs doing. The prices that are listed seem reasonable for London and match the level of service they describe. Not showing every price upfront is likely to avoid giving inaccurate estimates.

Section 4 – Searchability

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

1.London Cleaners

2.House cleaning service

3. End of tenancy cleaning

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

Answer: Yes, when searching terms like London cleaners or end of tenancy cleaning London, the company usually appears within the first page of results. They also show up in map listings, which helps customers spot them quickly. This suggests that the website is well-optimised for search engines.

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 are still very relevant for UK businesses today. Even though many people use social media, a website gives a company a reliable place to share proper information, prices, contact details and services. It also helps customers trust the business, as it looks more professional than just having a social media page. Websites make it easier for people to book online, read reviews, and check details in their own time. They also help businesses appear on Google, which is often where customers start their search. Overall, a good website makes a business easier to find and allows customers to get accurate information quickly.

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 to make one recommendation, I would suggest improving the mobile version of the website. When you scroll on a phone, some sections feel a bit long and the menu can be slightly awkward to use. Making the mobile layout cleaner, with shorter sections and clearer icons, would make it easier for customers to find what they need quickly. Most people look for services on their phones now, so improving the mobile experience would likely help the company get more bookings and make the site feel more modern and user-friendly.

Reference List

(2025) Trusted cleaning services in London. Available at:
<https://www.londoncleaners.co.uk> (Accessed: 5 December 2025).