

LCL M 4002-BIRM Digital SkillsTask 3

Web site Evaluation

Student Number 2429484	Student Name Gabriel Birladeanu
Microsoft Word	
Insert hyperlink to website: Highfield Tow house hotel	
Evaluation	
Section 1 - Usability	
Question 1a- How quickly and easily does the website load?	
Website load speed depend on search engine rankings and online revenue. A key factor he affecting load speed : images, server response time, code optimization, browser caching, platform and content management system.	
Question 1b- Does the website contain many sub-pages? How does a prospective costumer navigate these?	
The website 's structure and navigation play a crucial role in user experience and search engine optimization.	
Question 1c- Can a costumer make a booking via the web page?	
Booking system on websites: 1-Select a service or a product; 2-Choose a data and time; 3-Provide necessary details; 4-Pay for the booking(if required)	
Question 1d-What improvements could be made to the usability of the web site?	
Following the key areas: A- Navigation and information architecture; B- Content and readability ;C-Visual design and layout; D-Interactive elements and feedback; E- Accessibility.	
Section 2 – Pleasure Customer Experience	
Question 2a- How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?	
Several factors when it comes to differences in appearance on phone versus computer: A- responsive design ;B- Content prioritization; C- Loading speed. For best practices: 1- Test your website; 2- Mobile-Friendly design; 3- Content adaptation; 4- Distorted images; 5- Incorrect layout; 6- Background issues. To understand this differences, create a website that provides a pleasant user experience across various devices.	
Question 2b- How does the website use imagery ,video and colour?	
General overview-- Imagery: 1-Relevant and high-quality images; 2- Image optimization; 3- Consistent image style. --Video: 1- Engaging video content; 2- Relevant and concise video content; 3- Video optimization. –Color : 1- Consistent color scheme; 2-Color psychology; 3- Accesible color choices	
Question 2c- Has the website made use of an online chat tool on the website? How effective is this to enquire about the product of service?	
To determine this look for a chat widget or a „Contact Us ”section with live chat options. Some popular live chat tools include: 1- Tidio (offers real time visitors	

notification, chatbots and integrations with eCommerce platforms); 2- LiveChat (provide multiples messaging channels ,file sharing and chat archives; 3- Userlike (a free live chat provider with AI chatboots and instant messaging capabilities).
Question 2d- How effective are the social media links on the website?
To evaluate consider the following factors: A= Visibility and accessibility: 1-Proeminent display; 2- Consistent placement: in header, footer or sidebar. B=Functionality and Integration: 1- Working links; 2- Integration with social media platforms. C= Engagement and activity: 1-Active social media; 2- Content sharing and promotion. D= Analytics and tracking: 1-Tracking social media metrics; 2- Using insight to improve.
Section 3 – Perceived Value
Question 3a- How are the serviced offered by the company made clear to customers?
Various strategies: A- Service description and explanation: 1- Clear and concise language; 2- Detailed service information. B- Visual aids and demonstrations: 1- Images and videos; 2-Product demos or trials. C- Customer testimonials and reviews: 1-Customer feedback; 2- Case studies and success stories. Service Comparison and options: 1- Service comparison tools; 2- Service packages and options. E-Customer support and communication: 1- Responsive customer support; 2-Regular communication.
Question 3b- How are customer review made avaible ? Are these up to date ?
Can be made available on channel like: A-Review platforms: 1- Website testimonials; 2- Social media. B-Review aggregation: 1- Review websites; 2- industry specific platforms. C-Update frequency: 1- Regular updates; 2- Real time updates.
Question 3c- How is the serviced presented as high quality? For what reason would you use the company’s service or recommended to a friend or family member?
Companies focus on: A- Key service attributes; B- Customer benefits; C- Unique selling points; D-Reason to use or recommend.
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?
To determine prices and to made clear,consider follow factors: A= Price transparency: 1- Clear pricing information; 2- Detailed pricing breakdown; 3- Pricing comparison. B= Reflection of quality: 1-Quality of service; 2- Value for money; 3- Competitive pricing. C= reason for not including prices: 1- Customizing pricing; 2- Complex pricing structure; 3- Marketing strategy
Section 4 -Searchability
Question 4a-What three words would you type in to google to find this type of service?
Are three potential search terms: 1- Professional service(offering specialized services); 2- Expert solution(might lead to companies providing expert level solution); 3- Customized support(find companies offering tailored support services).
Question 4 b- When you type these words in to google does the company’s website appear in the top ten websites?
Factors influencing website ranking: 1- Search traffic; 2- Industry relevance; 3- Content quality.
Section 5 – Reflection and Conclusion
Question 5a- Do you feel the websites still have relevance in modern UK business? Explain your answer.

Highly relevant: A=Online presence: 1- Digital first approach;2- Customers expectation. B=Marketing and Advertising: 1- Search engine optimization; 2- Digital marketing channels. C= Sales and lead Generation: 1- E-commerce and online sales; 2- Lead generation and capture ; D= Evolution on Websites: 1- Mobile first design; 2- User experience.

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 suggest this improvement?

Recommend improving the websites on mobile responsiveness and user experience: A= Rationale: 1- Increasing mobile usage; 2- Improving conversion rates; 3- Enhancing search engine ranking . B= Suggested improvements: 1- Responsive design; 2- Simplified navigation; 3- Fast loading speeds; C= Benefits: 1-Improved user experience ; 2- Increased conversions; 3-Improved search engine rankings

Reference list: 1-

Alexander, R., Thompson, N., McGill, T. and Murray, D., 2021. The influence of user culture on website usability. *International journal of human-computer studies*, 154, p.102688.

Jongmans, E., Jeannot, F., Liang, L. and Dampérat, M., 2022. Impact of website visual design on user experience and website evaluation: the sequential mediating roles of usability and pleasure. *Journal of Marketing Management*, 38(17-18), pp.2078-2113.