

LCLM4002_BIRM Digital Skills Task 3**Website Evaluation**

Student Number	1707871	Student Name	Maria Renee Aguilera Arias
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Website Chosen	Cleaners of London
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Insert hyperlink to website	https://www.cleanersoflondon.co.uk
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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 website loads very fast and effortlessly, the main home page shows within seconds. The text and pictures displays clearly without any delays. The tools used on the page I.E navigation panels , pages all respond very quickly. I did also try to use the website on my mobile and overall the loading is suitable for both mobile and desktop users.

Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer: Yes, the website does contain sub-pages, and also includes which services , contact details, how to book with them and also pricing. The navigation is clear and straight forward. The customers can move easily between pages without hassle or confusion. Its very user friendly.

Question 1c - Can a customer make a booking via the webpage?

Answer: Yes, they are able to make bookings via the webpage. The booking system is clear and visible forms. The customer can select the services they wish and provide their information, making the process convenient and accessing for both returning and excising customers.

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

Answer: The amount of information the customer has to provide could be simplified for the initial booking. The font such as size and contrast of the text could be changed both for mobile and visual impaired users.

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 is clear and professional, the layout and colours used are easy to read. The computer allows the text to be spaced at perfect level. On the mobile the website has a lot of information you need to scroll. Although it is the same information from the computer to the website. In general the website is pleasant to look at from both devices.

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

Answer: The website has got images to show the before and after of the cleaning, from as little of ordinary cleaning to deep cleaning. And other images of the employees. The website does not contain any videos which keeps the website quick and easy to load.

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 contains a get in touch with us tool, however this is not a chat tool. This means that the provider will get back to the client within a few hours. The link is very simple to complete, the effective depends on how long the provider will take to respond.

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

Answer:
Social Media are easy to find and it allows the customers to access the website very quickly. However the effectiveness of the platform all depends on the provider on how often the social media is updated.

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: Each service is clearly explained, the fonts such as heading and simple text with short wording descriptions help the customer find what they are offering.

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

Answer: The reviews link appear on their website, and provides the number of stars they have on trustpilot. Most recent reviews appear on the page link they provide, this indicates their website is regularly displayed.

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: They present their service as high quality starting from, professional design, customer reviews and clear service description. Their booking and responsive layout also suggests reliability. I would recommend this to my friends and family and their appearance is clear and 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: Yes, the prices are made clear and the customers see the cost before booking. Some prices are not fixed as this depends on the different cleaning requirements from each customer.

Section 4 – Searchability

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

1. Cleaners London
2. High reviews cleaners London
3. professional cleaners London

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

Answer: Yes, it appears within the 10 top websites (excluding the sponsors)

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, the website remains relevant in the uk. Its meets customers exactions by offering clear services information, online booking. The professional design and use of customer reviews help build trust, which is very important in today marketing.

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 reduce the number text on a mobile device as this can be overwhelming . The website should have less information when the customer is booking so this can save time for the potential customers/ bookers.

Cleaners of London

Available at: <https://www.cleanersoflondon.co.uk/book-online/>

(Accessed : 14 December 2025)

Trustpilot- Cleaners of London Reviews available at <https://uk.trustpilot.com/review/cleanersoflondon.co.uk>

(Accessed: 14th December 2025)