

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
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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 seems to load in an acceptable amount of time and can be easily navigated. The main booking button, contact telephone, and the service information are presented at the top of the page, which can be found on the homepage, making the layout of the site rather coherent, thus making it easy to take necessary steps quickly. Such a design encourages a positive initial impression and reduces the amount of work on the part of the users (Kotler and Armstrong, 2020; Cleaners of London, 2026a).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website has several sub-pages such as one of the services, prices, about us, contact us, reviews and location-specific pages. The prospective customers use the top menu, links to contextual services on the home page, and footer links. This architecture enables the user to move easily between service descriptions, price, and geographical data without being confused (Cleaners of London, 2025a; Cleaners of London, 2026b).			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Customers can book directly through the website. The home page has Book a service and Get instant price prompts, which allow for a 60-second booking process. This faster process makes such a difference more convenient to the user and more confident in the next action to be executed (Cleaners of London, 2026b).			
Question 1d - What improvements could be made to the usability of the website?			
Answer: A sticky booking button would be introduced to maintain the presence of the main call to action throughout scrolling. Also, the introduction of live chat functionality would offer an immediate response to users with urgent questions. To speed up decision-making, it would be beneficial to give more importance to the FAQ section and improve the comparison boxes on service pages. These improvements would lead to the overall high-quality user experience (Jongmans et al., 2022).			
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 site projects the impression of a modern, stylish and credible look. The colour scheme of blue, white, and green and the effective typography with wide spacing make it easy to read. The desktop layout is very spacious and sleek; the mobile one compresses but does not lose branding clarity and main actions (Jongmans et al., 2022).			

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

Answer: The site uses a combination of service photos, a mobile mock-up, a London map and simplistic icons to supplement textual content. Critical activities, like booking and price checks, are emphasised with green buttons, and a more substantial contrast of a darker header and a white background is established. Lack of intensive video content suggests that it is based on the use of imagery and colour to deliver professionalism and trust (Cleaners of London, 2026a).

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 did not have any live chat. Rather, the company provides online, email and telephone booking of inquiries. Although the channels are still useful, the introduction of the live chat may make the experience immediate and faster to retrieve information and more involved in the decision-making process (Demangeot and Broderick, 2016).

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

Answer: Social media accounts are also included in the webpage, and the company has Facebook and Instagram profiles that are active. These links are expanding the reach of the brand outside of the site and help to engage customers. However, it can be seen that it would be better to place the social media icons at the top of the page or on the home page. A good use of social media to aid interaction and community building is through strong integration (Kotler and Armstrong, 2020).

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 outlined through the main menu, homepage panels and specific service pages. Services that can be distinguished by the users include domestic cleaning, one-off cleaning, deep cleaning, end of tenancy cleaning, post builder cleaning, carpet cleaning, upholstery cleaning and office cleaning. Such transparency facilitates sound decision-making (Cleaners of London, 2025b).

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

Answer: Customer reviews are also available on a separate reviews section, along with a 4.5-star Trustpilot rating that is featured on the homepage. The presented reviews are up to date, which creates trust and credibility among new visitors (Cleaners of London, 2025a).

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 quality is conveyed by insinuating that the cleaners are vetted, the flow of insurance, the guarantee of satisfaction, the continuity of the same cleaner, and having more than 14,000 customers. These qualities portend quality and competence. I would also recommend the service because the site depicts a well-organised, customer-focused, and reliable experience, which is the most important one in terms of choosing a cleaning 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: The prices are clearly shown on the pricing page, which shows domestic cleaning at a price of £20 per hour and end of tenancy cleaning at a price of £189. The value proposition is supported by the pricing design that is consistent with the quality message. This makes it clear that value can be easily compared (Cleaners of London, 2026b)

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.House cleaning London
	2.End of tenancy cleaning
	3. Domestic cleaners London
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: The Cleaners of London site has been ranked in the top ten suggestions in brand-specific and service-related searches during search tests, so it is seen that the site has been optimised in accordance with the relevant cleaning-related search words. In general searches, performance was determined by the competitiveness in the sector.	
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: In the modern UK business, websites still play a significant role as a permanent, convenient source of information distribution, comparison, and reservation opportunities. Being one of the major touchpoints, the visual design, usability, and elements of pleasure of a website decisively determine further user engagement (Koch et al., 2022). Cleaners of London can serve as an example of a site that helps to build a trustworthy environment, demonstrate the value, and encourage conversions at the same time.	
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: Integration of live chat or a WhatsApp-like messaging tool should be the major suggestion. As the booking is simplified, real-time confirmation is frequently requested before final commitment. Live chat would make it convenient, improve the customer experience, and make the service more responsive, which would be especially beneficial to enterprises that are service-oriented (Jongmans et al., 2022; Demangeot and Broderick, 2016).	