

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2515988	Student Name	Lisa Marie Forrester
Website Chosen	Cleaners Of London		
Insert hyperlink to website	Professional Cleaning Services in London Cleaners of London		
<u>Evaluation</u>			
Respond to each question			
Section 1 – Usability			
(75 words maximum for each answer)			
Question 1a			
Answer: 0.2 Seconds via google search engine.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: No, the website does not contain many sub-pages. I have carefully and thoroughly gone through the entire site, and navigation is straightforward. Prospective customers can easily move through the available sections using the main menu and clearly labelled links, ensuring a simple and user-friendly browsing experience.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make bookings directly through the website. The site provides full contact details, including a phone number for quick communication, and the online booking process takes roughly 60 seconds to complete.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: No improvements are needed in my view. The website is easy to access, clear, and informative. It's user-friendly, simple to navigate, and the content is well-organized and easy to understand, ensuring a positive user experience.			
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 webpage is visually appealing, simple, and clear, creating a strong first impression that reflects the quality of their work. The main difference between viewing it on a computer and a mobile phone lies in functionality, computers offer larger screens and better multitasking with a mouse or keyboard, while mobile phones are more compact and convenient but limited by screen size and battery capacity.			
Question 2b - How does the website use imagery, video and colour?			

Answer: The website uses imagery to attract and engage its audience, showcasing clear and appealing visuals that encourage visitors to explore further. Videos are included to demonstrate services effectively and add a unique narrative element. The use of colour complements the design, enhancing overall appeal and readability.

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: No, the website doesn't appear to have an online chat tool. However, it offers an online booking portal and a direct phone contact option for quick and easy communication.

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

Answer: Yes, the website includes links to all major social media platforms, including Facebook, Pinterest, TikTok, YouTube, X (formerly Twitter), and LinkedIn, making it easy for users to connect and engage across different channels.

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 company clearly presents a wide range of cleaning services, including end of tenancy, domestic, one-off, deep, carpet, and after-builders cleaning, making it easy for customers to understand what is offered.

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

Answer: Customer reviews are displayed on the website, showing strong overall ratings and positive feedback. Most reviews are recent, though a few are slightly outdated. The company holds an impressive 4.4-star rating on Trustpilot.

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:
Based on the positive reviews and many years of experience, the company has proven to be trustworthy and credible, serving over 14,800 customers. With more than 100 vetted cleaners and no court claims, they demonstrate reliability and professionalism. I would confidently use their services and recommend them to family and friends.

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 website clearly displays prices, offering quotes for the various types of cleaning services. The most popular option, domestic cleaning, is priced at £20 per hour, reflecting the range and quality of services provided.

Section 4 – Searchability

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

1. Cleaners
2. Of
3. London

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

Answer: Yes, when I searched the relevant keywords in Google, the company's website appeared as the first option followed by the direct link to their Trustpilot reviews page.

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, modern websites are highly relevant for the UK businesses, they are important for use of marketing products attracting an audience whether by social media or search engines. Websites are significant today because they establish credibility and provide global reach for sales worldwide.

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 wouldn't suggest any major changes to the website, but I would recommend enhancing its integration with social media to reach a broader audience and increase engagement.

Reference List

Cleaners of London, no date. *Professional cleaning services in London*. [online] Available at: <https://www.cleanersoflondon.co.uk> [Accessed 9 Nov. 2025].

Trustpilot. *Cleaners of London Reviews*. Trustpilot, n.d. Web. 9 Nov. 2025.
<https://www.trustpilot.com/review/cleanersoflondon.co.uk>.