

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2441412	Student Name	Alex Marin Cornea
Website Chosen	The 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 loads in a matter of seconds it has absolutely no delays or errors the bright screen immediately appears with the options to navigate through the website making it easily to access.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website has quite a lot different sub-pages, it is easy to navigate as it gives you the different type of cleaning services they do and you can choose, also the website has a pricing list, a contact list also giving you the map with a red line showing where in London they working.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The costumers will easily be able to make a booking using the webpage as it has a booking sub-page which directly gives you a form to fill out with the options to choose your cleaning options if you want regular or one-off, number of rooms and other information while filling it out you can see your quote and the price changes giving you more flexibility to find you the right quote for you.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website could improve its usability by refining its layout and information. The information is mostly long, and there are too many big paragraphs. They could improve on this by leaving a little more space between the writing, adding more pictures (e.g. before and after) and changing the layout to bullet points would make it easier to read and understand.			
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 looks simple and easy, but it doesn't look eye-catching for certain costumers. The background is very bult and some of the information is in very bulk paragraphs which makes it confusing for some costumers. There are not many differences			

in appearance on a mobile phone or computer the only difference would be is more options on the computer.

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

Answer: The website has some imagery that is a little related to the service they offer but they could use more frequent photos and more informative for example before and after. It does not have any videos on the website and the colour is very simple.

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 does not have a direct live-chat or pop-up chat on the website. However, they do have a contact us page where you could fill in a form you can fill in and there are contact information including phone number and an email. They also aim to answer in 30 min on the working hours making the contact form, phone number and email effective for straightforward enquires.

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

Answer:
The website does use social media links but does not seem to be posting very frequently they had a period on Instagram where they did post but nothing up to date. Also, the posts where not all very helpful not showing enough progress or process and mostly posted posters. They could make better use of social media as it could increase their costumers.

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 offered clearly to customers by listing their unique types of cleaning services directly on their homepage, making it easy for you to understand what services the company provides. The services are shortly summarised, describing what it includes and the regular pricing or any guarantees. The company also offers a FAQs page that gives you more options and explanations.

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

Answer: The company has a direct hyperlink on the home page with 4.5 out of 5 and the quote 'Rated Excellent – 4.4 out of 5 stars on Trustpilot based on 280+ reviews.' You can easily press on the quote, and it will directly send you to Trustpilot, where you can see their great reviews, The most recent review is 22nd November 2025 with many more in each month of 2025, so they can be reliable.

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 service is presented as high quality by the information they provide and the variety of services they offer to the customers. I would use the company's service for weekly cleaning for large houses or a once-in-a-while deep cleaning. I would also recommend it to friends or family that may have stains in carpet or just like having a clean house constantly.

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 made very clear to customers, it has a separate page where you could edit your quote while seeing your price go up and down, making it easy for you to decide your ideal prices. Unfortunately, the services shown for some of the pricing listings are not very clear or visual but the customers reviews are all happy and satisfied with both the services and the pricing.

Section 4 – Searchability

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

1. cleaners
2. maid
3. London

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

Answer:
Unfortunately, the website does not appear in 2(maid and London) of the words in the top 10 websites but it does for when you search up cleaners.

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 I feel like the website still has relevance in the modern UK business for many reasons. One of the reasons is that London is a very populous city, and many people are in a rush to work so they don't have time to always deep-clean the house. Another reason is that there are many large houses in the UK that may require regular cleaning, the company offers deals and offers to regular customers and has access to weekly cleaning. They also offer a one-off cleaning services which is great when you do not want to make a commitment to them but just need a deep clean after a fun party.

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 recommend the company to use social media and add more photographs for the different services they provide, this would help them very much by attracting more customers to their page and making it more interesting. The photos will also give customers an idea of what the services do for them and the result of their hard work done for their current or previous customers. It also gives a better understanding of the service's provided, as many people may not fully understand all descriptions. I have suggested this improvement as the website does not use many photos or update any of the social media.

Reference List

<https://www.cleanersoflondon.co.uk>
[About Us | Cleaners of London](#)
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