

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2533618	Student Name	Robert hassett
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 -			
Answer: How quickly and easily does the website load? The load time of the page is extremely fast allowing efficient navigation of the site			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: At the top right hand corner is a menu tab allowing fast accesses to sub-pages also as you scroll down the page there is clear colour coded divided section's providing simple clicks to all sub-sections within 4 clicks its possible to find a relevant quote an book a appointment.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, very easily there are clear tabs indicating the service's offered. The price is clearly structured enabling informed decisions of the minimum hourly rate while fully informing all parties of the expectations			
Question 1d - What improvements could be made to the usability of the website?			
Answer: I would suggest a client log in tab to enable simplicity for returning clientele allowing cleaners of London to implement a reward scheme in some form to encourage repeat visits, simplifying the process further of ordering multiple times.			
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: It was a pleasure to browse the site with contrasting toned colours an clearly marked sections linking to the relevant service offered on personal computer. My visit to the mobile site was practically identical to the aforementioned version of the cleaners of London website. Therefore navigating was familiar an streamlined the entire experience.			
Question 2b - How does the website use imagery, video and colour?			

Answer: there are images of what I assume are previous jobs which reaffirm to reputation of cleaners of London along with examples of how to navigate the website. pricing and available services are clearly highlighted	
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 online bots or chat tool is available as the pride displayed in keeping a personal connection with client's an not utilising call centre's or bots, the company prefer to talk to each client individually an have placed the telephone number prominently on the site	
Question 2d – How effective are the social media links on the website?	
Answer: As with many other sites the links to social media account are found at the bottom of the page allowing easy access to social media accounts as noted by (<i>Blazheska, Ristovska</i>),2022. “The design must not be an obstacle, but it should be a link between the user an information”	
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: With images an links making access to any offered service efficient an prominent the end user is kept informed of all services offered by cleaners of London.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: when looking for the reviews of previous customers was buried in the company tab and are clearly not current in fact just one review was dated to 2023 which would reflect badly in terms of having currency in a fast moving business I would advise keeping the pages as current as possible.	
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 reputation of the company is prominent on the front page as well as information stating relevant information such as insurance, safety record an total customers demonstrating a long history within the industry	
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 give a clear indication of what to expect an states a clear philosophy of equality for all employees while promoting a professional approach to each an every job undertaken by the business	
Section 4 – Searchability	
	1. cleaner

Question 4a - What three words would you type into Google to find this type of service?	2. house keeping 3.cleaning
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: cleaners of London only came up once when the word "cleaning" was used within the criteria using specific words are used to improve to visibility of the site." Keywords and phrases can raise the site visibility which in turn attracts an increase in users visiting the site an is a intrinsic part of gaining high visitor number's efficiently (sa wood), 2024	
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: it has high prevalence just for the fact the word London is included in the company title an the reputation garnered over several decades of service to Londoners has a impact aslong as the service matches the reputation an provides the services as stated in the business model.	
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 feel it represents the company perfectly but needs a more personal experience which would encourage the repeat custom and loyalty which would be a path to a loyalty scheme of some form	

Reference List

Nayden. (2015) cleaneroflondon.com [online] available from: https://cleanersoflondon.co.uk [accessed 18,may,2026] Blazheska, D., Ristovska, N. and Gramatnikovski, S., 2022. The impact of websites and social media marketing on the efficiency of e-commerce. <i>UTMS Journal of Economics</i>, 13(1), pp.16-28. Wood, S.A., 2024. Creating a website. In <i>A Therapist's guide to private practice</i> (pp. 82-97). Routledge.
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