

LCLM4002_BIRM Digital Skills Task 3**Website Evaluation**

Student Number	24303951	Student Name	Vladislavs Suhankins
-----------------------	----------	---------------------	----------------------

Website Chosen	www.suitedcars.com
-----------------------	--

Insert hyperlink to website	https://www.suitedcars.com/
------------------------------------	---

Evaluation**Respond to each question****Section 1 – Usability****(75 words maximum for each answer)****Question 1a** - How quickly and easily does the website load?

The website “Suited Cars” loads very quickly and provides a smooth experience. The images are optimally designed for the fast loading. Speed may vary based on internet connection and location. This website works excellent everywhere in mobile phone and computer, offering a responsive and efficient browsing experience.

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

This website has Key pages, such as : HOME, GALLERY, SERVICES, FAQs and CONTACT. The clear menu allows customers to easily find service details, browse the gallery, read FAQs, or get in touch. It's simple, intuitive and user-friendly for smooth navigation.

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

This website does not provide an online booking system. Clients can request the quote through a form and are encouraged to contact the company directly via phone or email for bookings, as listed on the contact page.

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

To make this website better in my opinion, the following things need to be done: adding the option “Online Booking” because it will be more convenient for the customers. Speeding up load times and enhancing the mobile experience would help users. More detailed FAQs and service descriptions would also make it easier for customers to understand and navigate.

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?

The webpage has a well organised and professional looking design with excellent quality images and a simple layout. It adapts well on mobile, though some elements could improve for smaller screens. On computer, the larger screen enhances the experience. Minor mobile tweaks.

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

The website features high quality images to display car wrapping services with before and after shots. However adding video content could boost engagement. The colour scheme is consistent and professional, but some areas could be bolder to strengthen branding. Overall, the visuals support the site's purpose.

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?

The website doesn't have a web chat option. While a chat feature could improve customer engagement with instant responses, the website offers an easy to use quote request form and clear contact details. For inquiries, email and phone are the main options for customers.

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

You can find social media links on the website, but they are not easy to locate. Making them more visible and engaging could help build a stronger online community and encourage greater customer interaction and involvement with the brand.

Section 3 – Perceived Value

(75 words maximum for each answer)

Question 3a - How are the services offered by the company made clear to customers?

The services offered are clearly displayed on the "Services" page, highlighting vehicle wrapping options and their benefits. High quality images and short descriptions make it easy for the customers to understand the offerings, helping them make informed decisions about their needs.

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

Customers reviews are shown on the home page and the service pages, highlighting the quality of vehicle wrapping services. While the reviews are positive, it's unclear if they are regularly updated. Adding fresh reviews could enhance the company's credibility and reliability.

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?

The service is excellent, using premium vinyl wraps. Attention to detail, and customer testimonials highlighting satisfaction. The company focuses on tailored service and expertise, ensuring high standard vehicle wraps. I recommend it for professionalism, craftsmanship and customer care.

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?	
This website does not shown specific prices, as vehicle wrap costs very based on factors like vehicle type and design complexity. Instead, the company offers customise quotes, focus attention on tailored, high quality service.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	Vehicle wrap services
	Car vinyl wrapping
	Custom car wrapping
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
When I search for terms like "Vehicle wrap services", "Car vinyl wrapping" and "Custom car wrapping" on Google the website " SuitedCars.com " doesn't come up as the top results. This may be due to limited SEO efforts, low website traffic or company's 2020 dissolution.	
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.	
Websites play a vital role for establishing credibility, attracting customers and driving marketing, sales and brand engagement. In the current UK business landscape, the function as the main online presence, allowing companies to showcase products, build trust and interact with customers. A well designed website acts as an effective marketing tool, providing valuable information, boosting sales and offering support. In todays digital world a professional website is key for attracting and retaining clients, ensuring businesses don't miss opportunities of fall behind competitors.	
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?	
I suggest to improving the websites SEO to boost visibility in the search results. The website currently ranks low for keywords like "vehicle wrap services". Enhancing local SEO ,improving relevant search terms and focusing on region specific content would increase traffic, attract more leads ,raise brand awareness and grow the customer base.	

Reference List

- 1.Suited Cars.(n.d.) Retrieved April 27,2025,from www.suitedcars.com.
- 2.Companies House(2020,February 4). Suited Cars Ltd (Company No.09986960) dissolved. Retrieved from <https://find-and-update.company-information.service.gov.uk/company/09986960>
- 3.SimilarWeb.(2024).suitedcars.com Traffic and Competitors.Retrieved from www.similarweb.com
- 4.The Whole Caboodle.(2024).What makes a great car dealer website?
Retrieved from www.thewholecaboodle.com/articles.