

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2524541	Student Name	Dorina Sfintes
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 loads quite fast in general, and I did not have to wait long for pages to open. However, the speed can also depend on the device used, like a phone, tablet or laptop. It may also depend on the internet connection, for example at home it loads faster than on a train. Overall, it still performs well.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website has different pages like services, prices and contact details. These are all in the menu at the top, so it is not hard to find the things you need. I also think that the navigation is simple and clear, and even someone using it for the first time would understand how to move around the site.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, a customer can make a booking directly on the website. There is an option to get a quote and then continue to booking. I think this is very useful because it saves time and you don't have to call. Everything can be done online which is more convenient.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: In my opinion some parts of the website have too much text and this can be a bit confusing. The website can be improved by making some sections shorter and easier to read. Also, adding more "Book Now" buttons would help users know what to do next without thinking too much.			
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 website looks clean and quite professional, which fits the type of the business. The colours and layout are simple and not too busy. On mobile devices the design adjusts to fit the screen, but some text may appear smaller. Overall, the website still works well and is easy to use on both devices.

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

Answer:

There are images of lean houses which makes the service look reliable, the colours are mostly blue and white which gives a clean feeling. There are no many videos, which could make the website less engaging. More visual content could improve the experience.

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 clearly show a live chat feature. Costumers can contact the company by using phone or email. While this still allows communication, a live chat would make things easier for users to ask quick questions and get instant responses, improving costumer experience.

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

Answer:

Social media links are not very easy to see on the website and this could make the company seem less active online. Having clear links to platforms like Facebook or Instagram would help build trust and show more interaction with 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 clearly explained on the website. They include options like regular cleaning and deep cleaning, for each service they have a short description, which helps costumers to understand what is included. This makes it easier for users to choose the right service for their needs.

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

Answer:

There are customer reviews which is a good thing. Most of them seem positive, which makes the company to look trustworthy. They also look quite recent, so I think they are reliable. Reviews are Important because new costumers often rely on other people's experiences before making a decision.

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:

After checking the website, it appears to be secure (HTTPS), Which shows that costumers data is protected and this is important when making bookings online.

The website presents the service as high quality by using images and positive reviews. It also mentions trained and insured cleaners, which makes the service seem more reliable. These features help costumers feel confident and more likely to use and recommend the company.

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:

Some pricing information is shown on the website, and costumers can also get an instant quote online. This is important and useful because it gives an idea of the cost before booking. However, clear pricing for all services would make it easier for costumers to compare options and faster.

I think the company has chosen not to include full prices because the cost can depend on different factors, like the size of the property or the type of cleaning needed. It also allows them to give personalised quotes to each costumer. Another reason could be to encourage people to contact them first, which may increase the chances of getting a booking.

Section 4 – Searchability

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

1. Cleaning services London

2. House cleaners London

3. Home cleaning London

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

Answer:

When these keywords are searched, the website can appear in the results, but not always at the top of the list. This means that the company could improve its search engine optimisation. Maybe using better keywords or more online promotion could help the website be easier to find.

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:

I think websites are still very important in the UK. Most people search online before choosing a service, so without a website a business can lose costumers. A website makes it easier to show services, prices and contact details. It works anytime which is useful for both the business and the costumer. Also, having a secure and professionally hosted website is important for building trust in modern business.

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:

If I had to suggest one improvement, I would say adding a live chat. This would help costumers ask questions quickly and get answers faster. It could also make the website feel more modern and increase bookings.

Reference List

- Cleaners of London (n.d) Cleaning Services London, Available at: <https://www.cleanersoflondon.co.uk> (Accessed 11 April 2026).
- Trustpilot (n.d) Cleaners of London Reviews. Available at: <https://uk.trustpilot.com> (Accessed: 11 April 2026)