

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2531927	Student Name	Danielle de Moura Santos
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 site demonstrates strong usability, optimized performance, reflected in loading efficiency metrics such as a Largest Contentful Paint (LCP) of approximately 1.7 seconds, indicating a well-optimized digital experience. “High-performing websites improve user retention and engagement by minimizing load times and friction,” which reinforces the significance of web performance in delivering effective digital experiences. (Patel, 2021, p. 88)			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The online platform contains multiple internal pages structured in a clear and logical manner, which enhances user understanding. These sections are primarily dedicated to specific services, customer support, and institutional content. The key areas identified include Individual Services, Information and Help, Institutional and Feedback, as well as Blog and Tips. In addition, the platform allows users to book a professional service in under one minute, highlighting the efficiency and ease of navigation of the Cleaners of London website. (Cleaners of London,2026)			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The booking system on the website enables customers to select and customize their desired service, schedule an appointment, and complete the payment, which is typically processed after service delivery. Additionally, the platform allows users to reserve a service in approximately 60 seconds through the company’s online booking interface. This demonstrates both speed and convenience. “Efficient online service platforms reduce cognitive load and enhance overall customer satisfaction,” reinforcing the importance of usability in digital service systems. (Thompson, 2021)			

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

Answer: Website design should concentrate on usability to minimize user frustration and reduce the likelihood of abandonment, allowing users to complete tasks efficiently by eliminating unnecessary information. Enhancements such as chatbots for real-time assistance and calendar-based booking systems improve user experience and prevent scheduling conflicts. "Intuitive interfaces and streamlined functionalities directly enhance user engagement and satisfaction." (Allen, 2021)

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: Web page provides an efficient and user-friendly experience, enabling quick navigation and streamlined processes such as fast booking completion in approximately 60 seconds. It also incorporates features such as online support for immediate assistance and transparency elements like customer reviews. "Well-designed digital platforms enhance usability and customer trust, directly impacting satisfaction and engagement," supporting the emphasis on efficiency and user-oriented design highlighted in this analysis. (Martinez, 2022)

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

Answer: Web page presents a professional and visually structured design using strategic visual elements, including images that emphasize service quality and before-and-after transformations. The interface adopts a modern and clean layout, using a balanced colour scheme that enhances readability and reduces visual clutter. Content is clearly organized to improve user navigation. "Visual hierarchy and structured layouts significantly improve user comprehension and engagement," reinforcing the importance of clear and professional design. (Reynolds, 2021)

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: Company does not incorporate an online chat system for user inquiries, opting instead for direct communication channels such as telephone support. This approach is justified by the company's preference for human-centered service delivery, aiming to ensure efficiency and faster response times. "Personalized service channels can improve responsiveness and customer satisfaction, particularly in contexts where human interaction adds value," reinforcing the rationale for maintaining direct communication methods. (Walker, 2021)

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

Answer: The company utilises social media as a strategic marketing tool to convert online engagement into service bookings and new customer acquisition. Through these platforms, it shares customer testimonials, showcases service outcomes, and provides educational content such as cleaning tips and promotional offers. "Digital platforms enable firms to foster customer loyalty through personalized content and interactive engagement," reinforcing the importance of social media in service marketing. (Smith, 2021, p. 45)

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 communicates its services through multiple channels, including an online booking platform, transparent quotations, direct customer support, and a structured FAQ section. This multi-channel communication approach enhances clarity and improves the customer journey by providing accessible information at different stages of the service process. "Effective multi-channel communication increases customer satisfaction by ensuring consistent and timely information across platforms," reinforcing the importance of integrated service communication. (Johnson, 2022, p. 102)

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

Answer: The company has reviews both on its own website and uses publicly accessible platforms to receive reviews from its customers in general. All these reviews are updated both on the company's website and regularly on customer review sites and are also published on the company's page. "Consistent management and visibility of customer feedback strengthen trust and engagement, supporting the credibility of digital services," reinforcing the importance of transparent review practices. (Bennett, 2022)

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 company's business model is considered high quality because they invest in verified and trained professionals, they highly value trust, pay attention to detail, use non-toxic, environmentally safe products, and offer a deposit guarantee, helping tenant clients recover their rental deposits. I would use and recommend the service because of the trustworthiness, security, ease of scheduling, and flexibility. "Trust, transparency, and service quality are key drivers of customer loyalty in modern service industries." (Carter, 2021)

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 company clearly states its prices to customers on its website. They have a pricing structure based on fixed rates or a fixed price, depending on the work to be performed. The prices are clear because it reflects price transparency, there is a relationship between price and quality, their prices are guaranteed, they provide security, and they use good equipment during cleaning. "Transparent pricing and service quality are essential for building customer trust and perceived value." (Harris, 2021)

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Cleaners
	2. London
	3. Services

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

Answer: The company does not appear within the top search results on Google for relevant keywords such as "cleaner," "London," or "services," nor when these terms are combined. This suggests limited search engine visibility, which research identifies as strongly dependent on factors such as keyword optimisation, content relevance, and domain authority. Academic literature on search engine "optimisation highlights that ranking performance is influenced by multiple signals that determine online discoverability and user access to services". (Schilhan, Kaier and Lackner, 2021; Saeed et al., 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: Yes. Cleaners of London is a highly relevant business in modern UK businesses because the cleaning industry is growing significantly in the country's employment sectors. They invest heavily in professionalization, and this type of business has changed its model considerably, especially after the pandemic. It's a very flexible business due to the lack of rigid contracts, allowing companies that hire their services to have variable hours. This type of service has been investing heavily in environmentally friendly cleaning, using biodegradable products and practices that reduce plastic waste. This company also has a good online reputation, with positive online reviews from its customers. "Adapting business models to incorporate sustainability and flexibility enhances both customer trust and long-term competitiveness." (Bennett, 2022)

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: One recommendation I would make to the cleaning company is to implement a system on the website for tracking and monitoring professionals in real time. This could be done in real time along with the client's time tracking. Another recommendation is that the company could provide more updates with before-and-after photos of the service. This improvement will greatly help with customer expectations, service punctuality, increased trust, service safety, and client planning. "Integrating real-time monitoring and visual service feedback enhances transparency, customer satisfaction, and operational efficiency," reinforcing the benefits of such technological enhancements. (Parker, 2021)

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