

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2533208	Student Name	Sapna Kaur Ghai
Website Chosen	Cleaners of London		
Insert hyperlink to website	https://www.cleanersoflondono.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 very quickly, as we feed the name of the website in search box it loads within 5 seconds. The key headings (SERVICES) appear with in a second which improves visibility and time of the user. The website appears well optimised for performance allowing users not to wait for long. Fast loading is important for user satisfaction and retention as highlighted by Krug (2014).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website includes several sub-pages, such as contact us, book your cleaning online, cleaning prices etc. which are clearly organised with arrow sign (>) which makes navigation simple through a structured menu and internal links as you click on the subpage title, it takes you to the next page, where you can choose your service offered. According to Chaffey and Ellis-Chadwick (2019), clear navigation enhances user experience and accessibility. Customers can easily move between pages and locate relevant information quickly, making the website efficient and user-friendly.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make bookings within two minutes as offered on the top of the page. The users can book directly through the webpage via an online booking system. They can enter details like post codes, select the type of services and receive instant price. This feature saves time and simplifies tasks for users. Chaffey and Ellis-Chadwick (2019) note that online booking systems enhance customer experience by simplifying the purchasing process. Overall, the system is quick and user-friendly.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website is user-friendly, but improvements could include live chat which is very much important for the fast-Paced world. Adding accessibility features, such as language support would			

benefit wider audience, it should have included customer review, before and after pictures which are really important. According to Krug (2014), usability is enhanced by simplicity and clarity.

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 professional, simple, clean, modern and, with a very simple layout that is visually appealing. Colours (green & black) and spacing make it easier to read and navigate. On mobile devices, the design adjusts well with menus becoming more compact and easier to use and scrollable. While the overall appearance remains consistent This responsiveness ensures usability across devices. Chaffey and Ellis-Chadwick (2019) highlight the importance of mobile-friendly design in modern websites.

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

Answer:

The website uses relevant images to showcase cleaning services, helping users visualise what is offered, the images are clear and relevant. The colour scheme, mainly green & black with a white background which creates a clean and trustworthy appearance. The smiling picture of the lady shows, the friendly ness and enthusiasm for work. However, there is limited use of video, which could enhance engagement. According to Krug (2014), visual elements should support usability and communication. Overall, imagery and colour are used effectively.

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, the website does not include an online chat tool that allows customers to ask questions in real time, instead it uses FAQs (frequently asked questions) this can be more helpful in some cases because this website prioritises human communication rather than a chat box which can be used by AI. It uses emails and phone calls which give quick assistance. Chaffey and Ellis-Chadwick (2019) state that interactive tools enhance customer engagement. Overall, a chat tool supports efficient and convenient communication and could be implemented by cleaners of London .

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

Answer:

The website provides social media links like Instagram, Facebook , YouTube which has 10K views which builds trust of the users. These links help users access updates, reviews, feedback and additional information. Effective use of social media improves brand trust and engagement. However, their effectiveness depends on how frequently the pages been updated. Chaffey and Ellis-Chadwick (2019) emphasise the importance of active social media presence (Cleaners of London, 2026).

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 very clearly on the top of the page, as we feed the name of the website in Google's search bar. Each service offered has structured heading, like: -
End of tenancy clean, Deep clean, book your cleaning online, regular domestic cleaning, one off domestic cleaning. On the second page every service offered is explained briefly in simple English. which helps customers understand what service to choose. Pricing and booking options improve clarity. Krug (2013) highlights that clear content and organisation improve visibility. Overall, the website communicates effectively to customers.

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

Answer:

Customer reviews are displayed in the TRUST PILOT bar which has a around 299 reviews 4.6 star, which has no negative review. From which there are 24 organic reviews, verified is 0, invited is 0, redirect is 1. Yes, these are up to date as the page claims (updated 10 hours ago). Chaffey and Ellis-Chadwick (2019) suggest that up-to-date reviews improve reliability. Adding timestamps or external review links could enhance trustworthiness (Cleaners of London, 2026).

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 is high quality through professional design, clear descriptions, and positive customer reviews. The website emphasises on reliability, trained staff, and customer satisfaction, which builds trust. As you click on trust pilot it shows 4.6 sta. According to Chaffey and Ellis-Chadwick (2019), trust signals such as reviews and clear service details influence customer decisions. I would recommend this company due to its easy booking system, clear communication, and professional appearance.

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 clear on top of the page, as the user clicks on the bar called CLEANING PRICES all the 8 headings appear straight away.

1. Regular cleaning
2. Deep cleaning
3. After builders
4. Upholstery cleaning
5. One-off cleaning
6. End of tenancy
7. Carpet cleaning
8. Office cleaning

As one clicks on any of the above prompts it will give the price. The prices do reflect the quality of the service shown. This transparency helps users understand costs before booking. According to Krug (2013), clear pricing improves usability and trust.

Section 4 – Searchability

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

1. Cleaners
2. Of
3. London

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

Answer:

Yes, when I type these three words (Cleaners of London) the website appears on the top (after the sponsored websites)

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:

Websites remain highly relevant in modern UK business as they provide a central platform for information, marketing, and customer interaction. It has current digital trends such as online booking, instant pricing, cashless payment which are important for today's customers. The site allows users to book a cleaner in under 2 minutes and see clear prices upfront improving convenience and transparency. In today's world, customers expect digital, reliable and fast services. This website meets those expectations through its simple design, and user-friendly system. It has a rating of 4.6 and has thousands of positive reviews. This is supported by research from Esther Calderón-Monge and Domingo Ribeiro-Soriano (2024), who highlight that digitalisation is essential for business competitiveness and customer engagement.

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 make a recommendation it would have been add a chat bar or tool which makes it easier for users to interact easily and get answers quickly and add different languages as this can bring in more customers. I suggest this because first impressions are very important in online business. According to Abulfaraj & Steele (2020) users quickly judge a website based on its design and usability. A better design would build trust, improve user experience, and encourage more customers to book services. According to Krug (2013), clear information improves usability and customer satisfaction.

Reference List

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4. Cleaners of London (2026) *Cleaners of London*. Available at: <https://www.cleanersoflondon.co.uk> (Accessed: 21 April 2026).
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