

Website Evaluation

Cleaners of London

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1. Usability

The website demonstrates strong usability, particularly in loading speed and navigation. The homepage loads quickly across devices, supported by optimised images and a simple layout. Key features such as booking appear instantly, which is essential for service-based users. The site structure is logical, with dedicated pages for services such as end-of-tenancy and carpet cleaning. Navigation is supported by a clear menu and call-to-action buttons. The integrated booking system allows users to select services, input details, and receive instant pricing. However, adding a search bar and FAQ section could further improve usability.

2. Customer Experience

The website presents a professional design with a blue and white colour scheme that reflects cleanliness and trust. It adapts well across desktop and mobile devices, ensuring usability. High-quality images are used to showcase service quality. While video content is limited, this supports faster loading speeds. The lack of live chat may reduce support for complex queries. Social media links are available but not prominent. Integrating live content could improve engagement and trust.

3. Perceived Value

Services are clearly categorised with detailed descriptions and checklists, helping customers understand what is included. This transparency reduces uncertainty. Customer reviews from Trustpilot reinforce credibility. The company positions itself as a premium service through guarantees and vetted staff. Pricing is transparent, with instant quotes available. This supports informed decision-making and aligns with the quality of service presented.

4. Searchability

Common search terms such as cleaners, London, and domestic cleaning lead to the website appearing in top search results. This reflects effective SEO strategies. The business name aligns with search queries, improving visibility and accessibility.

5. Reflection and Conclusion

Websites remain essential in modern UK business. They provide a central platform for bookings, payments, and detailed information, which social media cannot fully replace. A key improvement would be adding a video explaining the team or vetting process. This would increase trust and create a stronger connection between the business and customers.

Reference List

Cleaners of London (2026) Professional House Cleaning Services London. Available at: <https://www.cleanersoflondon.co.uk/> (Accessed: 6 April 2026). Trustpilot (2026) Cleaners of London Reviews. Available at: <https://www.trustpilot.com/review/cleanersoflondon.co.uk> (Accessed: 6 April 2026).