

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2531435	Student Name	Tedros Alem
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 https://www.cleanersoflondon.co.uk/ loads efficiently, typically opening within two seconds the fast response time remains consistent even when accessed via mobile data hotspot ,demonstrating strong technical optimization ,the site is easy to use, featuring an intuitive layout and a rapid booking system that allows users to get Fastly both computers and mobile phone..			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: yes, Customers can navigate using the menu visible at the top right of the screen. include: Services: dedicated subpages for cleaning types, domestic cleaning, deep cleaning, carpet cleaning, and office cleaning. Prices: it explained about cleaning prices rate clarity of the payment. About us: provide company history and customer feedback to build trust with the users. Contact us: for answers questions about services inclusions, about the company services. contact number, business hours are explained,			
Question 1c - Can a customer make a booking via the web page?			
Answer: Yes, customers can book directly through the cleaners of London website using their smart booking features. The platform is designated for efficiency, allowing users to secure a professional cleaning in 60 seconds simply by entering postcode and selecting the desire service, then pay and confirm appointment online. This streamlined functionally provides a modern, convenient experience for users wanting to book without making a phone call.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website would benefit from a more modern visual design to enhance professional credibility improved accessibility features, such as better colour contrast and screen reader compatibility would make the site more inclusive. additionally integrating a live chat feature would provide immediate support during the booking process. Finally simplify the navigation menu and adding more real word image of the cleaning teams could build greater trust with customers.			
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 has a clean, professional aesthetic using a trustworthy blue and white colour scheme. On a computer it feels spacious with a clear horizontal menu and large call-to-action buttons.

On mobile the layout switches to vertical stack. The top menu collapses into an oval icon and text become longer for readability. The booking form is simplified into a single column to fit narrow access perfectly.

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

Answer:

Imagery -is to communicate its service. hero images, like features a smiling professional cleaner in a branded uniform, trust signals visual icon and badges and social proof of happy customers and powerful visual endorsement of the brand's scale.

Video-while no video is playing in the still image, the layout is designed for modern interactions.

Colour-the site uses a trust-based palette of navy blue, emerald green and white. This is standard cleaning industry.

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:

Yes, the website uses online chat or live chat through email and mobile text and "ask specific questions" at the website, and this is highly effective for several reasons such as real time support like "do you cover my specific area"? or "can you clean it within five days"? reduce friction, convenience, trust building and so on.

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

Answer:

The social media links are highly effective for building trust and transparency. They provide essential social proof through visual portfolio, showcasing before and after results validate service quality. Making the service feel like more reliable and modern to the user. This digital presence reassures prospective clients of the brand's legitimacy and commitment to delivering high-quality cleaning results.

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:

Services are made clear through a structured services Menu with dedicated subpages for specific needs, such as end of tenancy or carpet cleaning each page provides detailed descriptions and checklists of tasks performed, ensuring customers know exactly what is included high quality imagery and icons visually distinguish different service types, while transparent upfront pricing removes ambiguity, making the company's offering easy to understand and compare at a glance.

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

Answer:

They made review available in their official website dedicated reviews or testimonial section where they display feedback from customer regarding service regular domestic help and cleaning.

and external review platform like Trustpilot maintain a public profile on Trustpilot, rating 4.5/5, based on nearly 300 these reviews are often marked as verified when a business interaction is confirmed.

-Yes, it is Updated current as of early 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 as high quality through its 4.5/5 Trustpilot rating and a 7 days satisfaction guarantee, I would recommended them because their reviews are current 2026 and verified ,providing consistent reliability their public accountability and guaranty offer peace of mind ,while positive testimonial for both domestic and deep cleaning show they are a trustworthy, low risk choice for friends or family.

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, prices are clearly displayed, typically starting at £20/ hours. These rates reflect the high quality of services because they account for professional vetting, specialized equipment, and the 7-day satisfaction guarantee, transparent pricing reinforce their reliability showing that the cost a justified by the professional standards and accountability they offer compared to cheaper, unverified alternative.

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, the company's website appears in the top ten result. these three words" cleaners of London" typically ranks as number one organic results. the company's highly rated profile on major third-party platform like Trustpilot appear on the first page, further cementing their dominant search presence and credibility for those specific keywords. This high searchability ensures that potential customers can easily find their specific services and verified reviews immediately on the first page of google.

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, websites remain highly relevant as they serve as the centralized digital headquarter for a business while social media is excellent for engagement ,a dedicated website like cleaners of London provides a professional , distraction free environment for direct bookings ,transparent pricing and details service checklist.in conclusion a professional website remains the essential digital headquarters for a business providing a trusted and centralized

platform for direct booking.it bridge the gap between social engagement and secure , high intent transaction that social media alone cannot facilitate.

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:

I recommended integrating a dedicated “before and after” visual gallery or an image testimonial section on the homepage. while the site is functional and clearly displayed pricing and services, it relies heavily on stock imagery rather than tangible proof of work.

in a result -oriented industry like cleaning visual evidence is the most powerful way to build instant trust showing high -quality, real – life transformations specially for deep cleaning or end-of tenancy services provides social proof that text alone cannot achieve. This helps reduce customer hesitation, sets clear expectation for quality and ultimately increases conversion rates by demonstrating the brands’ attention of detail.

Ultimately, visual evidence transforms visitor confident in to trust directly driving higher booking rates and loyalty.

Reference List

Bibliography

Cleaners of London. (n.d.). *cleaners of london -proffetional cleaning service*. Retrieved March 31, 2026, from Cleaners of London: <https://www.cleanersoflondon.co.uk/>

Thank You

Tedros Alem

March 31, 2026