

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2516434	Student Name	Glody Mabala
Website Chosen	Cleanersoflondon.co.uk		
Insert hyperlink to website	Professional Cleaning Services in London Cleaners of London		
<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 desktop version loaded instantly, however there was a slight delay with the mobile version which may have be due to my slow phone.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Based on their sitemap, Sitemaps (2020), the website has 73 pages in total. Customers can navigate using the menus at the top or the bottom of the website. There are also several buttons throughout the site that navigate you to other pages depending on the customers interests.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, it is possible to book and pay for services via their website.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The main improvement i would make to the website is to add an online chat feature. This give customers another way to communicate with the company and allow the company to respond instantly to queries. I would also reduce the amount of text in some areas and incorporate short videos explaining or showing examples of their services.			
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: On desktop, the website looks spacious, clean and professional. The mobile version feels cramped, and the action buttons could be bigger.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The websites colours are minimal, yet eye catching. They've used high quasality images of the some of their cleaning processes and their result which help to reassure customers			

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: Unfortunately, the company has not used an online chat tool on the website. Adding one would mean they could quickly respond to customer enquiries.

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

Answer: Social media links are present but almost hidden away at the bottom of the site. Placing them nearer to the top would be more effective.

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 they are clearly listed under the “Our Services” option on the top menu. Customers can find more details and pricing information by navigate to the desired service.

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

Answer: On the main page there is a hyperlink which navigates to Trustpilot where the companies reviews seem credible and up to date.

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:

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: They are very detailed and transparent about their prices. Their prices are towards the higher end of the market average for London which reflects the quality of their service.

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, their main website appears in the top ten and their Trustpilot review page also appears in the top ten, excluding sponsored searches.

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 believe that websites are extremely relevant in modern UK business. They act as the central hub for a brand where customers can access services and provide valuable feedback. Despite the growing popularity of social media platforms for engagement and ecommerce, businesses do not own these platforms hence they have less control over their content.

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 would recommend adding a live chat tool. This would add another channel of communication and reduce response times by offering instant support.

Reference List

Sitemaps (2020), *XML Sitemap*. Available at: <https://www.cleansersoflondon.co.uk/post-sitemap.xml> (Accessed: 08/12/2025).