

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2509535	Student Name	Markus Davids
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 loads quickly and without any delays. Pages open smoothly, and the layout appears instantly, which makes it easy to move around the site. Even when clicking between different service sections, everything responds fast.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website has several sub-pages for different cleaning services. Customers can navigate using the top menu, which is clearly labelled. Each page links back to the main sections, making it simple to move around.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, a customer can make a booking directly on the website. There is an online booking form that allows you to select the service, choose the date and time, and add your details.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The site works well, but one improvement could be making the booking form more visible on every page. A floating “Book Now” button could make it easier for customers to book without scrolling.			
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 clean and professional. The colours are soft and the layout is well organised. On mobile the design remains neat, but the menu becomes a dropdown which makes it slightly simpler but narrower.			
Question 2b - How does the website use imagery, video and colour?			

Answer:
The website uses high-quality images that show clean homes and smiling staff. The colours are mostly white and green, giving a fresh and tidy feel. There are no videos, but the images help explain the services.

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, there is a chat feature where customers can send questions. It is helpful because it gives quick responses and saves time compared to calling.

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

Answer: The website includes social media icons, and each link directs you straight to their pages. They are easy to find at the bottom of the site, making them effective for customers wanting more information.

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 website organises services into clear sections such as deep cleaning, regular cleaning, and end of tenancy. Each section explains what is included, helping customers understand exactly what they are paying for.

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

Answer: Customer reviews are shown through Trustpilot, and the link on the website takes you to recent reviews. They appear up-to-date and reflect current customer experiences.

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 highlights trained, insured cleaners and strong customer reviews. They show clear guarantees and detailed service descriptions. I would recommend them because they appear reliable and professional.

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 available through the booking section. They reflect the quality shown, as the company offers professional cleaners, guarantees, and good customer support.

Section 4 – Searchability

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

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

Answer: Yes, the company appears within the top ten results for these search terms, showing strong search visibility.

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 are still very important for UK businesses. They help customers find information quickly, compare services, and book online. A website also builds trust because people can see reviews, contact details, and service descriptions in one place.

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 short video demonstrations of the cleaning services. Videos can give customers a clearer picture of what to expect and make the website feel more engaging.

Reference List

Cleaning Prices London Transparent Rates Cleaners of London. Available at: <https://www.cleanersoflondon.co.uk> (Accessed 25 Nov 2025)

Professional End of Tenancy Cleaning Services in London, UK. Available at: <https://www.cleanersoflondon.co.uk> (Accessed 25 Nov 2025)

[Find a Local Cleaner Near Me - Compare Quotes](#)
Available at: <https://www.cleanersoflondon.co.uk> (Accessed 25 Nov 2025)

Rug Cleaning Antique & Persian Rug Cleaners Pars Rug Gallery. Available at: <https://parsugallery.co.uk> (Accessed 25 Nov 2025)

Professional Cleaning Services UK Trusted Deep & End Tenancy Cleaners. Available at: <https://hellocleaners.co.uk> (Accessed 25 Nov 2025)