

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
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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 optimal loading time for a webpage is 0-2 seconds (Sematext, 2025). This website took just under a second to load, making it very convenient and satisfactory to the user, increasing the likeliness of the user further exploring it. Furthermore, no pop-ups show up (whether ads or cookies), making it simple yet attractive.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: This website contains a fair number of subpages, but not a great amount which would overwhelm the user. However, for one of the drop-down menu options (Services), there are many links. This could be beneficial as it highlights the vast range of services they provide, as well as directly leading the customer to the service they require rather than going through multiple sub-pages. Nonetheless, this could still slow down navigation, due to them having to scan through other numerous options before leading them to the desired one.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: For booking, there is a very visible button highlighted in green in the corner of the page. This makes it easily accessible for the user, further supported by the fact that when you scroll down on the page, rather than disappearing, it remains constantly visible. However, if the webpage is viewed through split-screen or via a phone, the button disappears right to the bottom of the page, which could potentially dissatisfy the user especially if he wants to make a booking.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: One potential improvement could be through avoiding making the website excessively long, as this would reduce the engagement of the user. Having a lengthy page would be too much and potentially overwhelming. Another improvement could be by reducing the amount of white space throughout the page, as the website currently looks somewhat empty and incomplete.			
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 varying light backgrounds give the page a modern touch, essential for giving the page a refreshing look. The website is extremely lengthy when accessed through mobile view, which makes it more difficult to use the website, as it seems as if the whole website is compressed into one page. This is more-so evident in the FAQ section, where it creates a sense of an overload of questions. However, the fonts sizes make the webpage easier to understand what each section is about.

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

Answer: A good colour scheme is important as this is a factor which is eye-catching towards prospective customers. According to one research, one in two customers are influenced by colour schemes when choosing a brand (Adobe Study, 2025). The webpage predominantly uses two main colours; white and green, which remain consistent throughout the webpage. These colours, connoted with purity and freshness, reflect the company's purpose. They also use their original photos, leaving a positive impression to users.

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: The website does not have an online chat tool, so users cannot get a quick response to all of their questions. Instead, they would have to use the "Contact Us" section, in which they have a list of the office's address, email address, phone number. A positive feature is the "Free Quote" form, in which the customer is aimed to be given a response within 30 minutes, therefore making the page more customer friendly. However, the form has 6 options, out of which 5 require writing, making it a lengthy process for the user.

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

Answer: The company uses 7 platforms to display their services, signifying towards a strong online presence, which is important as according to one statistic, approximately 71% of consumers who have had a positive experience with a brand on social media go on to share it with others (Standberry, 2025). They are also the main platforms of social, especially considering the target audience for this service. Rather than placing the complete link, they have used icons, making the page more formal, professional, and structured. However, the social media is not updated, which is not useful as generally people also see the dates of when videos were posted to then judge whether to go ahead and use the service.

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 site has an option in the menu section dedicated to showcase the wide range of services they offer. When mentioning their services, they also show a timeline to create a rough sketch as to how the process would take place. This could be improved by including a clear list of the various jobs provided in the service. This would bring ease to

the user and help him determine much faster as to which service would be suitable for them.

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

Answer: This website features 2 external companies who manage the reviews. This is beneficial, as the reviews cannot be modified or influenced by the company itself, so the customers would be honest in them. The site shows their average reviews underneath their introduction, as this is something which people would definitely consider before using the service; so having positive reviews would be eye-catching to the users, particularly because they build the reputation of the business (Robinson, 2024). The reviews are not from too long ago (a couple of months ago), but it would be 5 influential6# to have regular customer feedback.

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 uses a simplified three-step process diagram to outline how quick the process is. This denotes upon high quality, as this demonstrates how uncomplicated and smooth it would be to use the website. They also use an overview section to show to the users how successful and large the company is, especially emphasising the fact that they have over 20 years of experience as well as over 14,000 homes cleaned, showing their successful, high-level services. People would recommend this business due to the simple process which the company uses to book a cleaner, as well as the amount of home they have cleared. Also, to have 4.5/5 average reviews out of 280+ would invite more people to come use the services. The best services tend to have reviews between 4.2-4.7 (Spiegel Research Center, 2017).

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 clearly indicated to the users, saving time for the user rather than having to enquire regarding it. However, the price shown is a minimum price, and there are many add-ons, which are not initially shown to the user. The add-on prices are quite high as compared to other similar companies; but this could be understood as they only operate in London, where the market is generally higher due to it being the capital city. The company may have decided to not include the add-on prices at first as when they would see such a substantial number, they would thus not continue with the service.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Cleaning
	2. Domestic
	3. Tenancy

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

Answer: No, which shows that it is not as popular as compared to other bigger companies who compete in the same services.

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: Nowadays, websites have a huge relevance for businesses, as it is a means of expanding the word of their services to the wider community, showcasing their brand. This would help to grow and enlarge their business, in return for more profits. Furthermore, not everyone uses the various platforms of social media, so having a website helps aids by keeping the site accessible to everyone.

Another reason as to why websites have relevance in businesses is because there is no other viable method to find regarding information of businesses other than having a website. Some may decide to use social media to advertise the business, but not all of its information can be inserted on it, as you have limited space, or all the different options which you can include on a webpage do not exist, like making a purchase via Instagram, or having an FAQ's section, due to the predefined format presented by such platforms.

Finally, having a website is integral for a business for building a positive and strong reputation. If the company doesn't have a website, this would be seen as unprofessional, as well as slightly untrustworthy. As mentioned in an article, "Without a website, people may question your legitimacy as a business," (Kaplan, 2020). This statement is without doubt true, as if people were to search for the company online but they don't find its relative page, then they would cast doubt on the business if it even exists or not, placing them into further doubt, which would lead to a loss of customers.

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 the company to include a chatbot on their website, which would show a very convincing impact. Research shows that 41% of businesses using chatbots for sales have experienced a 67% rise in sales on average (Yin, 2019). It can use the data of the website to provide a summarised, quick response to any user, 24/7. This would also benefit those who find it difficult to navigate around the page, as they can state anything to the AI, and it will present pertinent answers accordingly.

Reference List

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