

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2511411	Student Name	Cesar Perea
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 instantly once you get the link or direct access to it, although a Google search might yield other results first. Even so, the page remains easy to locate because it usually appears among the top five results. Its layout is simple and clear, allowing users to navigate without confusion. Overall, the experience feels efficient and accessible, without requiring advanced technical knowledge or extra steps for most visitors during regular use, online today.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website contains a menu at the top that helps users navigate according to their needs. Among the options available in the menu are the services offered and the option to make a booking. The navigation process is very simple; you just need to click, and the browser will automatically take you to the section of the webpage where the selected option is located. Additionally, the menu is linear, allowing users to navigate it easily by scrolling.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the customer can make a reservation directly through the website, as this option is clearly available and easy to access. In addition to the online booking option, customers also have the alternative of contacting the business by phone to make a reservation. These options provide flexibility and convenience, allowing users to choose the method that best suits their preferences or needs at the time of making a reservation.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Personally, I think the website in question has a very efficient workflow, making it very easy to use and view all the content that the company provides. Despite these advantages, certain improvements should be incorporated, such as chatbots or a dialog box, as more modern alternatives that facilitate more direct contact between potential users and the company.			
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:

Both of them, the mobile and browser versions use the same interface, which creates a consistent experience for users across different devices. The website's interface is simple and very easy to use, making navigation clear and intuitive for most users. Its design is clean and well organized, which contributes to a pleasant browsing experience and allows visitors to access information efficiently without unnecessary complications or confusion.

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

Answer:

The website uses pictures and different images that guide users while they are navigating the menu and reading the content, making the overall design visually engaging and easy to follow. These images help reinforce the information presented and capture the visitor attention. Additionally, the website uses a white background with the intention of emphasizing the cleanliness, the clarity, and the professionalism in the presentation of the work and services that the company provides.

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 company's website does not offer any type of direct chat with them or a chatbot with automated responses. This would be a key improvement, as it helps users avoid obstacles in their search for services. Furthermore, this would be advantageous for both parties: those seeking the service and those offering it. The potential client could clarify basic doubts, and the provider could avoid misunderstandings or unclear services.

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

Answer:

Social media connectivity in general is so important today because it's part of marketing strategies that allow you to reach potential customers in a faster way, and is also more visual, and more broadly. In the case of this website, the social media links are more difficult to find due to their location, their size, and the lack of visual contrast between the icons and the Website display format.

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 shows a couple of inconsistencies regarding the number of services offered. The service descriptions only list three: Deep Cleaning, Weekly Cleaning, and End of Tenancy Cleaning. However, the guide images indicate eight services are available. I believe this should be corrected to avoid misunderstandings.

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

Answer:

Customer reviews are not visible on the website, although there is a box indicating the rating based on the number of services performed. The rating shown on the website for this company is 4.4 stars for over 14,000 services provided. This number may be altered

or outdated, so it would be a good idea for them to have access to a review and recommendation section where website visitors can leave comments or read previous ones, as Maite Carrasco said “One of the main tasks of marketing is to know the consumer in order to know what to offer them and how to do it.” **Carrasco Ortega, M. (2020)**

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:

I believe the company focuses on attracting potential clients by emphasizing keywords such as “professional” and “reliable,” while also presenting itself as one of the best options available. Additionally, the sample photos of its services suggest high-quality results and contribute to a strong visual appeal that inspires confidence. Another important advantage is the ease of booking the services, which makes the process faster, more efficient, and convenient for potential customers.

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 and minimum service times they require as a company are stipulated on the website, and in general, you can expect slightly more professional results, since the prices are a bit higher than the market average. One good thing to highlight about the company is that most of their services include cleaning materials and products, so that doesn't mean extra charges for you.

Section 4 – Searchability

Question 4a - What **three** words would you type into Google to find this type of service?

1.Cleaners

2. Janitor

3. Workmanship

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

Answer:

The website isn't the first result that appears when you enter the search terms, although it does appear within the top ten, ranking sixth. Some of the results have better ratings and even lower prices.

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:

Of course, as Gravalos said “The Internet constitutes a revolution in human knowledge, centered on its ability to communicate and transform itself.” **Macho, D. G. (2013)** so we can say company websites are highly relevant today, especially in a digital and visually world. They save to the users time by providing clear and organized information about the services that they offered, allowing potential clients to easily compare options without the need to contact multiple companies. In addition, websites serve as a tool to help customers organize their ideas and priorities by offering detailed overviews of service quality, estimated costs, and the time required for completion. This not only streamlines the decision-making process but also ensures it is more efficient, informed, and confident.

Furthermore, websites often include testimonials, portfolios, or FAQs, adding transparency and trustworthiness that guide users toward making the best choice.

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:

One recommendation to improve the cleaning company's website would be to add a clearer and more detailed description of each service offered. While the website looks nice and visually appealing, some services could really use extra explanations, like exactly what is included, how long it usually takes, and approximate pricing ranges. Adding these details would make it much easier for customers to understand what they are actually hiring and would reduce any uncertainty before booking. This way, users would feel more confident when making decisions, and the website would feel more helpful, friendly, and user-oriented overall. Even small additions like examples or tips could make a big difference.

Reference List

Macho, D. G. (2013). La calidad de una página web como herramienta de comunicación/The Quality of a Website as a Communication Tool. *Estudios sobre el mensaje periodístico*, 19(Special Issue), 253.

Carrasco Ortega, M. (2020). Herramientas del marketing digital que permiten desarrollar presencia online, analizar la web, conocer a la audiencia y mejorar los resultados de búsqueda. *Revista Perspectivas*, (45), 33-60.