

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2530258	Student Name	Rami Kouaieder
Website Chosen	Claners of london		
Insert hyperlink to website	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: (Anon., n.d.) The website loads very efficiently and quickly. All visual elements, including high -quality images and navigation menus, appear almost instantly without any noticeable lag. This provides a smooth initial experience for the user, ensuring that potential customers do not encounter technical frustrations when first accessing the company's services.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website contains numerous sub-pages dedicated to specific services like domestic, carpet, and office cleaning. Customers can navigate these easily using the main menu at the top, which categorizes services clearly. Additionally, internal links within the text and a detailed footer provide alternative ways to access deeper pages, ensuring a smooth and logical user journey throughout the site.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the website makes booking very accessible. There is a prominent "Get a Quote" button and a dedicated "Prices" page that outlines the costs for various services. This allows customers to see the pricing upfront and then fill out a simple online form to finalize their booking or inquiry, making the process transparent and user-friendly.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: An excellent improvement would be adding an interactive "Before and After" gallery. This would allow potential customers to see real-life examples of the company's work in London, such as deep carpet cleaning or end-of-tenancy results. Providing these visual proofs directly on the service pages would build immediate trust and make it easier for users to visualize the quality they are paying for.			
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 professional and clean appearance, using a blue and white palette that suits a cleaning service. While it is functional on mobile, the experience is significantly better on a laptop. On a larger screen, the layout is clearer, the images are more impactful, and the navigation is more intuitive. The mobile version feels more condensed, making the desktop version the preferred choice for a clearer and more pleasant browsing experience.

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

Answer: The website uses a professional blue and white color scheme that effectively communicates cleanliness. However, the imagery appears somewhat manipulated or overly edited, which can make the services feel less authentic. While the photos are visually appealing and high-quality, they lack a natural feel. Incorporating more realistic, unedited "behind-the-scenes" photos of the staff working in London would significantly improve the site's credibility and the overall customer experience.

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: No, the website does not feature a live chat tool. Instead, it provides a direct contact number and a booking link. While this is functional, it is less effective for customers who prefer instant text-based answers. The lack of a real-time chat means users must wait for a callback or email response, which might feel less convenient in a fast-paced market like London.

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

Answer: The social media links are highly effective and clearly visible in the website's footer. They are all functional and lead to active pages on platforms like Facebook and Instagram. These links provide important social proof, allowing customers to see recent updates, photos of their work, and additional customer feedback, which helps build a stronger sense of community and trust around the brand.

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 are made very clear through a dedicated "Services" section that categorizes tasks like domestic cleaning, carpet cleaning, and end-of-tenancy cleans. Each category includes a detailed description of what the service entails, ensuring customers understand exactly what they are paying for. This transparency helps set clear expectations and demonstrates the company's expertise in various cleaning specialties.

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

Answer: The services are made very clear through a dedicated "Services" section that categorizes tasks like domestic cleaning, carpet cleaning, and end-of-tenancy cleans. Each category includes a detailed description of what the service entails, ensuring customers

understand exactly what they are paying for. This transparency helps set clear expectations and demonstrates the company's expertise in various cleaning specialties.

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 strong social proof, such as the mention of 14,000+ happy customers and high ratings. I would recommend this company because these figures, combined with the £5m insurance and identity checks, suggest a well-established and trustworthy business. This gives peace of mind that the service is reliable, professional, and backed by a large community of satisfied users in London.

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, the prices are clearly listed on a dedicated page. The pricing reflects the high quality and professional standards shown throughout the site. By providing upfront costs, the company builds trust and allows customers to see that the value of the service, which includes insurance and vetted staff, justifies the price.

Section 4 – Searchability

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

- 1.Cleaning services London
- 2.End of tenancy cleaning london
- 3.professional house cleaners

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

Answer: When I searched for the keywords on Google, the website did not appear in the top ten results. This shows that the company faces strong competition from other businesses in London. Even though the company is well-known and has many customers, they might need to improve their website's ranking (SEO) so it is easier for new people to find them when searching for cleaning 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: Yes, websites are still very relevant for UK businesses. In a digital world, a website acts as a 24/7 storefront . It builds trust by showing customer reviews, prices, and professional services. For a company in London, having a website is essential to stand out from competitors and allow customers to book services easily at any time.

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: My recommendation is to add an interactive "Before and After" gallery . I suggested this because some current images on the site look a bit edited or "manipulated." Adding real-life photos of their cleaning results in London would provide honest proof of their quality. This would build more trust with new customers and show them exactly what results to expect before they pay.

Reference List

Cleaners of London (2026) Professional Cleaners London Trusts. Available at:
<https://www.cleanersoflondon.co.uk>