

Website Evaluation Report

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Module Code: LCLM4002

Module: Digital Skills

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1. Introduction

This report evaluates the website for Suited Cars, a UK-based chauffeur and airport transfer company. Reviewing a website is a key part of digital skills, as it helps businesses keep their online presence effective and user-friendly. This report looks at the site's design, usability, content, accessibility, and overall function. I'll also offer some suggestions for how it could be improved, based on what we've learned in this module and current digital standards.

2. Website Overview

Suited Cars offers luxury private hire and chauffeur services in Birmingham and nearby areas. Their website (www.suitedcars.com) is their main way of getting new clients. It has pages for booking, pricing, service info, and a contact form. The site is aimed at individuals and companies who want reliable, high-end transport. With a simple layout and essential booking tools, the website is designed to be easy and professional.

3.1 Design and Layout

The website's design is clean and minimal, using black, white, and gold colours to show a premium image. Important details like phone numbers and booking options are easy to find. The navigation menu is clear and stays consistent across pages. Still, the homepage could be more engaging by adding things like a short video or a slider with customer reviews.

3.2 Usability and Accessibility

The site works well on both phones and computers. It's easy to move through the pages and find information. However, it doesn't include accessibility features like screen reader support, text resizing, or colour contrast settings. Some images are also missing alt text, which can make it harder for users with visual impairments to access the content (W3C, 2023). There is also no accessibility statement available on the site.

3.3 Content Quality

The content is short but covers the basics - service info, areas covered, pricing, and policies. The tone is professional and focused on the brand's reliability. Still, the website would benefit from things like customer testimonials or a blog to make it feel more trustworthy and personal. There are a few grammar errors, especially in the FAQ section, that could be fixed to make it look more polished.

3.4 Functionality

All the main features work well - including the contact form and the online booking system, which is built directly into the site. This is a big plus because users don't get redirected elsewhere. The site loads quickly and the buttons respond as expected. However, there's no live chat or instant help option, which could be useful for customers who have urgent questions, especially those booking

airport transfers.

3.5 Media and SEO

The site uses good-quality images of the car fleet and other relevant visuals. However, the main banner image on the homepage is static. Adding interactive content could keep visitors on the site longer. In terms of SEO, there's room for improvement. The site doesn't use things like meta titles, alt tags, or keywords effectively. Also, there's no blog or news page to help with search rankings (Moz, 2024).

4. Recommendations

1. Add Accessibility Features

Introduce alt text for all images, keyboard navigation support, and tools for users with visual needs - like contrast toggles and larger text.

2. Improve On-Site Content

Add customer reviews, a blog or updates section, and refine the existing text to sound more convincing and friendly.

3. Enhance SEO Practices

Use keywords naturally in content and headings. Add meta descriptions and alt text for better visibility on search engines.

4. Integrate Live Chat Support

Adding a chatbot or live chat feature would allow quick help for visitors - especially helpful for urgent bookings or corporate clients.

5. Conclusion

Overall, Suited Cars has a clean and professional-looking website that works well for its purpose. It supports smooth booking and gives off a premium feel. To improve even more, the business could work on accessibility, search engine optimisation, and richer content. These changes would not only bring in more users but also offer a more inclusive and engaging experience for everyone.

6. References

Suited Cars (2024) Suited Cars Chauffeur Service [online] Available at: <https://www.suitedcars.com/> [Accessed 8 Apr. 2025].

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