

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2509813	Student Name	Prince Jimoh Isidahomen
Website Chosen	The Cooking Academy		
Insert hyperlink to website	The Cooking Academy		
<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 fast on both desktop and mobile interfaces. However, the mobile performance is a bit faster which can enhance the user experience for individuals accessing the site with their mobile phones (The Cooking Academy, n.d.). This rapid loading sequence is essential for minimizing visitor frustration and reducing the likelihood of early site abandonment, thereby promoting prolonged customer engagement (Zhou et al., 2020).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The site has a streamlined structure with about nine primary sub-pages, which includes 'Shop', 'Blog', 'Cookery teambuilding and Leadership Events' etc. Prospective customers can navigate using the clear, fixed menu at the top of the homepage, or the drop-down menus at the right (on desktop) and left (on mobile) to organize service categories. This system facilitates efficient information retrieval by presenting an uncluttered choice of navigational paths (The Cooking Academy, n.d.).			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the booking process is fully integrated and easily accessible directly through the webpage via clear Call-to-Action (CTA) buttons. Upon selection, the customer is directed to a single-page checkout interface where payment can be made with a debit card or with Worldpay (The Cooking Academy, n.d.). This simplified transaction process is highly effective, as it minimizes user input and reduces the transactional path, a design choice often associated with a lower rate of shopping cart abandonment (Yusuf, Tamara and Setiadi, 2021).			
Question 1d - What improvements could be made to the usability of the website?			
Answer: A critical improvement that can be made to improve the usability can involve enhancing the visual organisation of the desktop homepage to eliminate the existing clutter. The content modules should be clearly rearranged in such a way that it prioritises the most important information to appear immediately visible			

upon arrival. This strategic layout change will significantly improve initial user focus and decision-making speed, guaranteeing that the core services are quickly identifiable (Chen, 2019).

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's overall aesthetic is generally pleasant, but there is a clear difference in presentation across devices. The mobile version is neatly arranged, promoting a cleaner user experience. Conversely, the desktop homepage appears cluttered, which significantly compromises the visual pleasure. Furthermore, the low contrast of white text placed against certain light image backgrounds on the desktop severely affects legibility and detracts from a professional presentation. This lack of visual harmony creates a disjointed user journey (The Cooking Academy, n.d.).

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

Answer: The site uses high-quality imagery effectively, predominantly featuring appetising food and people actively engaged in cooking. The colour palette, utilizing shades of brown, green, and cream, aligns appropriately with themes of fresh ingredients and natural warmth, successfully enhancing the brand's identity. The prominent use of a carousel on the homepage ensures dynamic visual engagement and provides an immediate, rotating representation of service offerings and key activities (The Cooking Academy, n.d.).

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, the website incorporates an online chat tool powered by custom AI technology. This tool is highly effective for customer engagement because its immediate, 24/7 availability offers real-time responsiveness. This setup allows prospective clients to swiftly clarify details about products or services, removing a key friction point and saving them valuable time. This feature demonstrates a clear commitment to modern, efficient business-to-customer communication (The Cooking Academy, n.d.).

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

Answer: The social media links are highly effective, providing essential connectivity to five active and distinct platforms. This broad integration significantly supports the business's digital marketing reach and establishes social proof through continuous user engagement. Specifically, **Facebook** is leveraged for community updates and event promotion, **X** offers quick news and announcements, and **Instagram** showcases vibrant, visual food and class content. Meanwhile, **LinkedIn** focuses on professional training and B2B services, and **YouTube** hosts longer format video tutorials. By ensuring all linked platforms are functional and current, the company effectively utilizes social media to build a robust community and nurture customer relationships (The Cooking Academy, n.d.).

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 company clearly articulates its service offerings within the Cookery Classes sub-page. This section is segmented by categories, including skill level (e.g., beginner), cuisine (e.g., Asian, European), and specialized focus areas (e.g., knife skills, health management) (The Cooking Academy, n.d.). This granular categorization ensures customers can quickly identify services that meet their specific interests and skill requirements, enhancing product clarity.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Customer feedback is made available via a dedicated Testimonials page located within the 'About Us' sub-menu. This centralization of positive reviews supports the brand's credibility. However, the lack of dates on the testimonials prevents prospective customers from determining the currency of the feedback, which may negatively impact their ability to fully verify the company's continuous quality of service (The Cooking Academy, n.d.).	
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: High quality is presented through professional photography of food and facilities, combined with detailed descriptions of class content and team expertise. The service would be recommended due to the diversity of specialized courses offered. Furthermore, the presence of the integrated AI chat tool provides immediate support, building consumer confidence in the business's responsiveness and overall service quality (The Cooking Academy, n.d.).	
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: Prices are made sufficiently clear to customers, although they require a secondary action, such as clicking the 'More Info + Booking' button, to be revealed. Once displayed, the prices appear to align with the presented high-quality service, professional facilities, and expert tuition. This transparent disclosure maintains trust during the crucial decision-making and transactional phases (The Cooking Academy, n.d.).	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Cookery classes London.
	2. Corporate cooking events.
	3. Knife skills training.

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

Answer: A search utilizing the suggested keywords reveals that the company's website does not appear within the top ten results for these relevant search terms. This is a critical deficiency in its digital marketing strategy. The lack of visibility indicates poor Search Engine Optimization (SEO), meaning the business is missing opportunities to attract customers actively searching for its specific services (Setiawan et al., 2020).

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 extremely important for businesses in the UK today (Forbes Advisor, 2025). While social media is useful for quick advertising and connecting, the website is the secure and trusted centre of the company online. Customers need a central place to find complete details about services, read the company's rules, and pay safely, things social media cannot handle well (Kijo, 2025). A website also gives the company total control over its brand image and all customer data. By having a professional website, the business shows it is real and reliable, which helps build trust right away. Therefore, the website's role in sales, customer service, and credibility is still essential (Sudirjo et al., 2024).

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 most important recommendation is to urgently improve the website's Search Engine Optimization (SEO) by focusing on technical and content-based keyword optimization. This fix is critical because the website currently does not appear in the top search results for high-intent searches like "cooking classes London" (Setiawan et al., 2020), meaning customers ready to purchase cannot find the company, leading to massive lost sales. I suggest this improvement because it is a proven strategy that drives rapid sales growth for small, local businesses. For example, the Edelweiss Bakery case study demonstrated a remarkable 214% growth in organic traffic clicks over four months by implementing targeted SEO tactics (Phoenix IM, 2022). This outcome was achieved even when only half of the recommended technical changes were implemented, highlighting the strategy's power. By immediately improving the SEO foundation, the company will quickly increase the number of people who visit the site directly from searching, making the website a successful sales tool that leads directly to higher booking rates and profit (Bansal, 2024; Usmany et al., 2024).

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