

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2509843	Student Name	MD.IMRAN AREFIN
Website Chosen	CLEANERS OF LONDON		
Insert hyperlink to website	http://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: For my opinion, the website called cleanersoflondon.co.uk is very easy to access. That link when I tap its take less then 2 seconds to load.it is so quick and smooth.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Cleaners of London website does contain many sub-pages on the website. A prospective customer navigates they click the following link and they gain access to the webpage to view the context.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The cleaners of London, in the webpage customers can book an appointment in the webpage directly tap for service cleaning section.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Cleaners of London could enhance their website by adding more detailed information about their services, helping customers get a better idea of what they offer. Adding a survey for customers after they have booked an appointment is a great idea too. It'd give them a chance to share their thoughts and help the company improve.			
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 cleaners of London website look tidy on desktop. But it's a bit messy in mobile. Here is an idea: they could optimize the mobile version to be more user friendly. May be use a simpler layout, bigger fonts, and make sure the key info like services and contact details are easy to find.

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

Answer: The cleaners of London, when accessing into the webpage it appears images where cleaning, homes. Windows and rooms. When tap the button sub pages, all videos

have appeared directly. And moreover, you can access how to rearrange your houses and rooms.in the subpages colours to show freshness and well designed. Even topic letters are very well coloured which is the represent the key word of sentences.

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 Cleaners of London's online chat tool is a great feature, offering customers instant support and guidance. The chat tool's effectiveness lies in its ability to provide immediate responses to customer inquiries. , helping to build trust and increase conversations.

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

Answer: The Cleaners of London are killing it on social media. Their strong presence on Facebook and Instagram is likely driving a lot of interest and trust among potential customers. With plenty of followers. Engaging images, and videos showcasing their work. Its no surprise they are getting plenty of positive reviews.

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 cleaners of London have well-structured context of services towards to the customers. They explain well, like cleaning your house, rearranging rooms window cleaning and even deep cleaning. These are the main services which are designed to help homeowner maintain a clean, comfortable and organise living space.

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

Answer:

The Cleaners of London, when accessing into the webpage and select the reviews button, when its click it showing all reviews which are updated. It showing many positive reviews written by customers.

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 Cleaners of London is a top-notch company that offers exceptional services, evident from their glowing reviews and high-quality images. Their professionalism shines through in every detail. From clear explanation to precise service delivery. I’d confidently recommend them to my loved ones. Knowing they will receive outstandings service. With their impressive portfolio and commitment to excellence, it’s no surprise they are a trusted choice among clients.

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 Cleaners of London have taken a significant step in transparency by incorporating their pricing structure directly into their webpage, this thoughtful addition allows potential customers to easily access and review the costs associated with their various services making it simpler for individuals to plan and budget for their cleaning needs.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.London
	2.Professioal
	3.Cleaner

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

Answer: Definitely this website appear in the top five websites when we type these three words into google.

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: In today’s digital age, a company’s website is often the first point of contact with potential customers, and the cleaners of London’s website is a prime example of this. With its wealth of information, clear explanations, and engaging multimedia content, the website effectively communicates the companies’ values and services, helping the build trust and credibility with prospective clients.

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 think you're spot on! A review section is a total game-changer for businesses. It's like word-of-mouth on steroids, in nit? Customers can share their genuine experiences, and that social proof is like gold. The more positive reviews you've got, the more trust you'll build with potential clients. It's like a snowball effect - the more reviews you get, the more credibility you gain, and the more customers you'll attract. And let's be real, who doesn't love a good review? It's like a stamp of approval from people who've been in the same shoes as you. By showcasing these reviews on your website, you're basically saying, "Hey, we've got a solid reputation, and people love us!" And that's the kind of message that resonates with customers and sets you apart from the competition

Reference List

Cleaning Prices London -Transparent Rates I Cleaners of London.Available at:<https://www.cleanersoflondon.co.uk> (Accessed 25 Nov 2025).

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