

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2530659	Student Name	Elhamullah Rahmani
Website Chosen	https://www.cleanersoflondo.co.uk		
Insert hyperlink to website	https://www.cleanersoflondo.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 well but not very well because it takes more time than other websites which I checked usually if the website taking longer than users leaving the website.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website provides more pages of the service that they can do for example deep cleaning, carpet, cleaning, Airbb cleaning and much more. And they have a clear menu which customers can easily choose what service they need, and I can say customers can easily contact them.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes the booking is not taking longer it is quite simple for customers you just need to select a time and date, and then you will get the price and at the end of like to book you will get a email from the company.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The most and very important thing that they should work on it is the screen speed which takes A-bit longer than other websites and I can			

mention 14/100 for speed is not good.and also if they mention the reviews in the first page it will be much better for consumers who want to have booking.

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 clean,professional appearance with a white and green colour scheme that reflects a fresh and trustworthy brand.the Wordpress platform should render a responsive design,though the low speed score 14/100 may make the mobile experience feel sluggish compared to desktop,potentially affecting the overall impression negatively.

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

Answer: The website uses imagery of cleaners to build trust, alongside a consistent white and green colour scheme. The company also adds a video content on Facebook and YouTub, such as a Dirty to spotless end of tenancy cleaning transformation. These visual elements help convey quality and professional effectively.

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 website provides an out of hours email contact (hello@cleanersoflondon.co.uk) and phone number but there is no prominent live chat tool visible. This is a missed opportunity, as a live chat function would allow visitors to get instant answers and potentially convert more browsers into bookings.

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

Answer: The company has a Facebook page with contact details, online banking capability, and video content. However social media integration on the website itself appears limited. More visible and active social links-especially to platform like instagram-would improve engagement and help build credibility with new customers.

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: services are clearly listed on the homepage, including regular domestic cleaning, end of tenancy, deep cleans, carpet and upholstery cleaning after- builders cleaning, and Airbnb cleaning. Pricing is shown upfront, and the booking system calculates recommended time based on property size. (Cleaners of London) this transparent approach makes the offer very clear to prospective customers.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: the websites has a dedicated reviews pages featuring genuine customers testimonials. The company also has a Trust pilot profile with 298 reviews and score of 4.4, with recent reviews firm 2025 and 2026.reveiwrs are therefore current and up to date, providing strong social proof for new customers considering the service.
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?
: the website highlights that every cleaner pass a strict vetting process, and the company has completed over 14,000 bookings across London. Pricing is fully transport, shown upfront before booking, and the company promises no call centres -just real people answering the phone. You would recommend it for its reliability, professionalism, and ease of online booking with a satisfaction guarantee.
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, prices are very clearly displayed. Regular domestic cleaning starts from [20pond] per hour, one-off cleaning from [22pond] per hour and deep cleaning from [25pond] per hour, with no hidden fees. These rates are competitive and

reflect the quality offered-vetted, insured professionals with a 7-day satisfaction guarantee-representing good value for money.

Section 4 – Searchability

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

1.house cleaners London

2.End of tenancy cleaning London

3. Domestic cleaning London

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

Answer: yes! When searching "house cleaners London", cleanersoflondon.co.uk appears in the search results cleanersoflondon.co.uk, which is consistent with their IONOS score of 100/100 for "being more visible" _meaning their SEO is excellent and they rank well on 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: Yes, absolutely. Website remain essential for UK businesses in 2026. They act as a 24/7 digital shopfront where customers can research, compare and purchase services at any time. For a cleaning company like cleaners of London, the website is the primary way customers discover and book services. The ability to book online instantly, see upfront pricing, and receive immediate email confirmation

"cleanersoflondon.co.uk" would be impossible without a website.sociale media alone can not replicate this functionality with most consumers searching Google before making purchasing decisions, a well-optimised website is not optional-it is the foundation of modern business success.

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: the single most important improvement would be to fix the page speed, which scored a critically low 14 out of 100 on the IONOS checker. Slow loading pages cause visitors to leave before

the site even loads, directly reducing booking and revenue. Research consistently shows that pages taking more than 3 seconds to load lose significant portion of visitors. This could be fixed by compressing images, enabling browser caching, and reducing unnecessary scripts. Since the website already scores 100/100 for visibility and security, improving speed would complete the package and convert more of those well-ranking Google visitors into actual paying customers.

Reference List

1-cleaners of London (2026) easily book your cleaning service online. Available at:
<https://www.cleanersoflondon.co.uk/book-online/>.

2-Trust-pilot (2026) cleaners of London reviews. available at:
[https://uk.trustpilot.com/reviews/
Cleanersoflondon.co.uk](https://uk.trustpilot.com/reviews/Cleanersoflondon.co.uk).

3-Facebook (2025) cleaners of London -Facebook page available at:
<https://www.facebook.com/cleanersoflondon>.