LCLM4002_BIRM Digital Skills Task 3
Website Evaluation

Student Number	2415765	**Student Name**	Sanda Dobre

Website Chosen	Highfield Town House Hotel
Insert hyperlink to website	https://www.highfieldedgbaston.co.uk/

Evaluation

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 load quickly within a few seconds, depend on internet connection Including server performance.

Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer: Yes, contain many sub-pages can enhance website organisation and information accessibility. Excessive sub-pages can make navigation complex.

Question 1c - Can a customer make a booking via the webpage?

Answer: Customer yes can make bookings directly through a webpage is a significant for many businesses, well designed booking system should be intuitive and user ,allowing customers to select dates, services and times easily.

Question 1d - What improvements could be made to the usability of the website?

Answer: For the usability of the site, improvements could:
- Basic elements of the site design.
- For visual usability, striking colours.
- Optimizing the website content for SEO.
- Pleasant design and speed optimization.

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: Mobile-first means that the layout is narrow by default, but if the screen is wider, you change one detail or another. Desktop first is the opposite the default is suitable for infinitely wide screens, and layout changes for narrower cases are specified in media queries.

Question 2b - How does the website use imagery, video and colour?
Answer: The site must be attractive, modern, secure and easy to use, both for online visitors and for the content editor. High-quality images of rooms and restaurants are central, captivating visitors and highlighting the beauty of the place. Interactive elements and subtle colours enhance the user experience, making the site not only aesthetically pleasing, but also functional, Jungman's in the Journal of marketing management said this.
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 uses an online chat tool that enhances customer interaction. This tool is highly effective as it boosts customer satisfaction by offering convenient real time support with navigating away from the site.
Question 2d – How effective are the social media links on the website?
Answer: Links on social media sites can be very effective in increasing visibility and engagement. These links are found on every page of your website, usually in the header or sidebar. They provide navigation and allow visitors to quickly reach important sections or pages of your website from anywhere.
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 made clearly to customer in several ways. Visual icons illustrates and images the services making them easier to understand. Navigation organizes services into easy to find section on the website. Testimonials for customers reviews highlight positive experiences. This example helps customers understand the offering to make informed choices.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: Customer reviews are shown on the website in a specific section with star ratings and written feedback. Companies often ask recent clients to share their opinions, keeping the reviews up to date. This builds trust and gives potential customers a clear understanding of the services offered.
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 company's offer can be presented with professionalism, speed, positive feedback from customers, quality standards respected. I would recommend it to a friend or family member, or I would use the company's service due to the efficiency with which my requests were resolved and the way in which promotions are respected by the company being respectful and having good communication.
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 clearly communicated to customers, which foster transparency and trust. Thise prices reflect the high quality of service offered, aligning with the overall customer experience. If the has chosen not to include prices, it might be to provide tailored quotes based on individual needs or market condition. It also requires a strong emphasis on value to compensate for the lack of upfront pricing clarity.	
Section 4 – Searchability	
Question 4a - What **three** words would you type into Google to find this type of service?	1.Improve content visibility.
	2.Searchability SEO service.
	3. Website visibility optimization.
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes, if the company's website appears in the top ten search results for the phrase quality service provider, you need to perform a Google search using that exact term. Search result based on browsing history, location. For search engines it may rank highly, but this can only be confirmed through an actual search.	
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 great for business. A website is still the first contact a potential customer has with your business and plays a crucial role in creating a positive impression and trust. Websites are a great way for businesses to establish a positive online presence and improve their online presence, which can help attract customers.	
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: If I had to make a recommendation, I would suggest adding a new visible and simple online booking system on the front page, creating an attractive and easy-to-use website, ensuring that the site loads quickly, creating an online booking page, and using attractive keywords. The suggestion would be that users who access a hotel website do so to check for availability and to make a reservation. Improving the website system increases the chances of quick searches and provides customers with a more professional and pleasant experience.	

Reference List

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