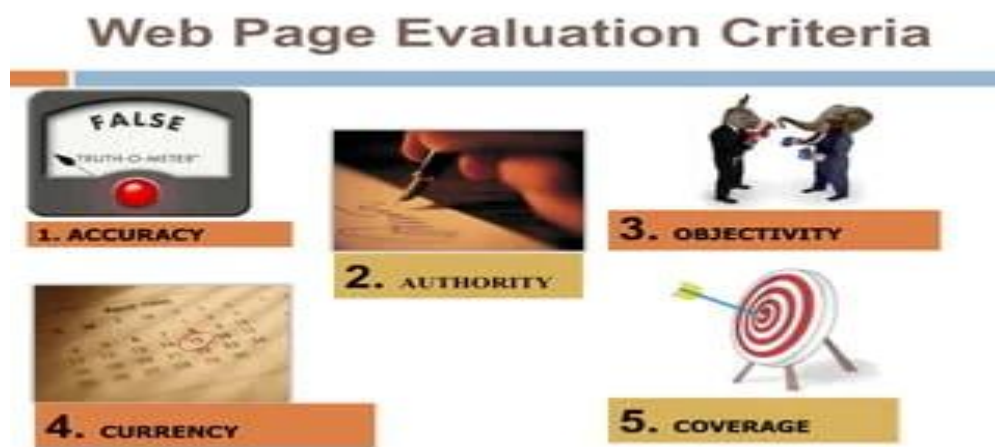




Identifying the core conflicts

_____Yoga reading- <https://www.yogareading.co.uk/> Site A

The cooking Academy - <https://www.thecookingacademy.co.uk/> Site B

Cleaners of London - <https://www.cleanersoflondon.co.uk/> Site C

Hollywood Bowl UK - <https://www.hollywoodbowl.co.uk/> Site E

Website Evaluation of a Small Business Website

Hollywood Bowl Uk - <https://www.hollywoodbowl.co.uk/> Site E

Credibility Example argument 1 (credibility): While site E (Hollywood bowl also does offer exciting sports for regrouping with friends and family to enjoy a common night out life or daytime activity, bowling in a temporary stimulating activity for fun for special occasions , it is not really an activity meant for a lifetime which provides personal long-term benefits- bowling is more of a hobby. This website in particular is split amongst two major entertainment chains governing bodies based on what the audiences are looking for; a night out or a professional league information.

The main reveal is the “Hollywood bowl” which is focused on (commercial /Entertainment) which is designed for casual players and event planning.

It's core features: An active booking engine system where one can make a booking and reserve lane, v.i.p areas or party packages.

Visual style: The website is bright and contains an American dinner like themed. More like an imagery with “ state of art” lane showcasing arcade highlights.

Content: It contains detailed food, snacks and drinks menu from Hollywood dinner information on arcade games and location finder for its 72 UK centers.

What it offers: It frequently promotes deals such as “2 games and a drink” or family discounts. This website knows it's targeted audience - it's all (ages)and offers them just that. However it had quite a few active moving slides which made it a bit overwhelming for the eyes to focus.

_____Yoga reading- <https://www.yogareading.co.uk/> Site A

Website Evaluation of a Small Business Website

While evaluating Site A, as I was clicking through the website to see what they are all about and what they have to offer, I could see that they played two special roles that they intertwined with each other for the same results of maintaining an educational platform whether for practitioners or just for enthusiastic.

It's authority and credibility: The site had a 'live now' type of booking system where you could see how many numbers of spaces were left on a certain lesson slot, what slot was fully booked. It also had timings the sessions start and its duration and who will be leading it. Quite similar to my own leisure center booking system. This is what made this website stand out to me as I can relate to it. Not to forget, it also had welcome class sessions for beginners who will possibly be trying yoga for the first time in case they feel overwhelmed.

In addition to this, the website format stood out to me more above all the rest, because it was very simple, not too much going on in terms of information, pictures or colors. So therefore I was able to navigate through easily and find every information that I needed to.

Authority & Credibility: The site displays professionals and well known practitioners who are professional in what they are offering to the customer. There are the practitioners or teachers short biography, listing, credentials and certifications. This proves the safety and reputation of this website and their services. They also have clear membership prices and the duration of that

Website Evaluation of a Small Business Website

payment plan – this gives clarity and reflection time for the customer to reassess their decision which help make an engaged decision with commitment , resilience and devotion making one feel like a part of a community of a life well lived. The website identifies the customer to focus on self respect of the body, well being, establishing self care and health that brings true fulfillment indirectly and directly suggesting health is the vehicle in which we fulfil life

Cleaners of London - <https://www.cleanersoflondon.co.uk/> Site C

Cleaners of London reveals a platform which functions as a high end service agency for domestic and cleaning services. The website looks very basic and gives off boring font with 1 image. The website itself is in black and white which is expected of a cleaning website.

The site claims to be the ‘professional cleaners London trusts’, ‘We connect you with the best **professional cleaners in London**. From weekly domestic help to deep cleans and end of tenancy. Strictly vetted, insured, and experienced.

Identity Checked

£5m Insurance

Available 7 Day

They also have a long standing history of having served for 11 years. The number of

customers they’ve provided services for **14,000+**

Website Evaluation of a Small Business Website

Happy Customers

✓ Since 2016

It's credibility:

Excellent 4.5/5 (290+ Reviews) - They have some good reviews although they only have a 4.5*, should have been 5.5* but I reckon with every company there is always room for improvement.

To contribute to this, the website boosts it's services by claiming to the followings:

Book in 60 seconds

Next day availability

Secure cashless payment

Pay after your clean

My take on seeing these statistics shows me that they operate in a persistent customer focused and active system- this is a plus because most times customers hate having to wait. A fast paced service and good customer service, quick and efficient. This suggests they have a lot of people working for them and they are well organized and can be trusted and relied on to deliver.

CONSISTENCY & PEACE OF MIND

The Same Trusted Cleaner. Every Single Week.

We don't rotate strangers through your home. You get a dedicated housekeeper who learns your routine. If they are ever away or sick, we arrange a vetted cover cleaner instantly, so you never miss a week.

Secure Key Holding

Most clients are at work while we clean. Your key is held securely by your vetted professional.

£5 Million Insurance

Accidents are rare, but we are prepared. Every job is covered by comprehensive public liability insurance.

Instant Sickness Cover

If your regular cleaner is unwell, we can send a vetted replacement immediately upon request.

Regular House Cleaning Prices

Our regular domestic cleaning service costs from **£20 per hour** — ideal for weekly or fortnightly maintenance. The minimum booking is 2 hours per session, perfect for small homes or light upkeep.

We ask customers to provide basic equipment (mop, bucket, vacuum). Eco-friendly detergents available for £10 per session.

The cooking Academy - <https://www.thecookingacademy.co.uk/> Site B

The cooking company is a site that focuses on professional cooking education. The site itself is based on cooking workshops. It was unclear to tell who runs it as there was no description of persons or professional cooks or chefs on there. There is also little history on 'about us' section it was blank and there was just a picture on there. Apart from the site aiming to sell its products and get the audience to participate in their classes, I don't think I trust it or its credibility, founder, credentials, qualifications –unknown. My take on this is: out of all the other websites, this is the least trustworthy, it didn't convey to me that I could trust them or be a part of a community.