

| LCLM4002_BIRM Digital Skills Task 3<br><u>Website Evaluation</u>                                                                                                                                                                                  |                                                                                   |                     |                         |
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| <b>Student Number</b>                                                                                                                                                                                                                             | 2209204                                                                           | <b>Student Name</b> | Md Tanbir Hossen Shohag |
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| <b>Website Chosen</b>                                                                                                                                                                                                                             | CLEANERS OF LONDON                                                                |                     |                         |
| <b>Insert hyperlink to website</b>                                                                                                                                                                                                                | <a href="http://www.cleanersoflondon.co.uk">http://www.cleanersoflondon.co.uk</a> |                     |                         |
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| <b><u>Evaluation</u></b>                                                                                                                                                                                                                          |                                                                                   |                     |                         |
| <b>Respond to each question</b>                                                                                                                                                                                                                   |                                                                                   |                     |                         |
| <b>Section 1 – Usability</b>                                                                                                                                                                                                                      |                                                                                   |                     |                         |
| <b>(75 words maximum for each answer)</b>                                                                                                                                                                                                         |                                                                                   |                     |                         |
| <b>Question 1a</b> - How quickly and easily does the website load?                                                                                                                                                                                |                                                                                   |                     |                         |
| Answer: It was so easy to browse the website called cleanersoflondon.when I tap the button within 1 second the website was open.                                                                                                                  |                                                                                   |                     |                         |
| <b>Question 1b</b> - Does the website contain many sub-pages? How does a prospective customer navigate these?                                                                                                                                     |                                                                                   |                     |                         |
| Answer:<br>The Cleaners of London website features sub-pages, which can be accessed by clicking on specific links, allowing prospective customers to view more detailed information and context about their services.                             |                                                                                   |                     |                         |
| <b>Question 1c</b> - Can a customer make a booking via the webpage?                                                                                                                                                                               |                                                                                   |                     |                         |
| Answer: Yes, customers can schedule a cleaning service directly through the website. There is an online booking feature that allows users to choose a date and service type.                                                                      |                                                                                   |                     |                         |
| <b>Question 1d</b> - What improvements could be made to the usability of the website?                                                                                                                                                             |                                                                                   |                     |                         |
| Answer: The website could be improved by offering clearer descriptions of the services and adding extra guidance for new customers. Including a short feedback survey after booking could also help the company understand customer needs better. |                                                                                   |                     |                         |
| <b>Section 2 – Pleasure – Customer Experience</b>                                                                                                                                                                                                 |                                                                                   |                     |                         |
| <b>(75 words maximum for each answer)</b>                                                                                                                                                                                                         |                                                                                   |                     |                         |
| <b>Question 2a</b> – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?                                                                                                             |                                                                                   |                     |                         |
| Answer: The website appears tidy and well-organised when viewed on a computer, giving a professional first impression. On a mobile device, the layout is still functional, but it feels slightly less structured compared to the desktop version. |                                                                                   |                     |                         |

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| <b>Question 2b</b> - How does the website use imagery, video and colour?                                                                                                                                                                                      |                   |
| Answer:                                                                                                                                                                                                                                                       |                   |
| <b>Question 2c</b> – 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 uses photos to show examples of clean rooms, windows and living spaces. Some pages also include short videos that explain cleaning tips and services. The colour scheme is simple and helps keep the site looking clean and easy to read. |                   |
| <b>Question 2d</b> – How effective are the social media links on the website?                                                                                                                                                                                 |                   |
| Answer: The Cleaners of London maintains an active social media presence with pages of followers, images and videos that help shoppers review the company. Positive customer reviews are showcased on Facebook and Instagram.                                 |                   |
| <b>Section 3 – Perceived Value</b>                                                                                                                                                                                                                            |                   |
| <b>(75 words maximum for each answer)</b>                                                                                                                                                                                                                     |                   |
| <b>Question 3a</b> - How are the services offered by the company made clear to customers?                                                                                                                                                                     |                   |
| Answer: The Cleaners of London presents well-structured service contexts that inform customers about house cleaning, room cleaning, window cleaning and deep cleaning, which are the core service offerings.                                                  |                   |
| <b>Question 3b</b> - How are customer reviews made available? Are these up to date?                                                                                                                                                                           |                   |
| Answer:<br>When users visit The Cleaners of London website, they find numerous up-to-date, positive reviews posted by customers.                                                                                                                              |                   |
| <b>Question 3c</b> – 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 showcases high-quality services through reviews, images and clear professional details, making it a product I would recommend to family or friends because of its positive reputation and transparent explanations.            |                   |
| <b>Question 3d</b> - 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 displays prices on the webpage, and the prices are aligned with the quality of service provided.                                                                                                                               |                   |
| <b>Section 4 – Searchability</b>                                                                                                                                                                                                                              |                   |
|                                                                                                                                                                                                                                                               | 1.London cleaners |

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| <b>Question 4a</b> - What <b>three</b> words would you type into Google to find this type of service?                                                                                                                                                                                                                                                                                                                                                                | 2. Service cleaners<br>3. Professional Cleaners |
| <b>Question 4b</b> - When you type these words into google, does the company's website appear in the top ten websites?                                                                                                                                                                                                                                                                                                                                               |                                                 |
| Answer: yes definitely it's coming too 5 even.                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                 |
| <b>Section 5 – Reflection and conclusion</b>                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                 |
| <b>(120 words maximum for each answer)</b>                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                 |
| <b>Question 5a</b> - Do you feel that websites still have relevance in modern UK business? Explain your answer.                                                                                                                                                                                                                                                                                                                                                      |                                                 |
| <p>Answer: Websites in modern UK business do have a high rate of relevance because they explain services in common details with professional explanations and include images and videos to assist customers.</p> <p>Revised: In contemporary UK business, websites retain significant relevance as they provide detailed, professional explanations of services, supplemented by multimedia such as images and videos that enhance customer understanding.</p>       |                                                 |
| <b>Question 5b</b> - 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?                                                                                                                                                                                                                                                                                      |                                                 |
| <p>Answer: My recommendation would be a review feature that enables customers to write positive comments, helping the company grow daily, and attracting more positive reviews which increase customer attendance.</p> <p>Revised: The suggested improvement is implementing a review system that allows customers to post positive feedback, thereby fostering daily business growth and generating additional positive reviews that boost customer engagement.</p> |                                                 |

## Reference List

1. <https://www.cleanersoflondon.co.uk/prices>. (Accessed 25 Nov 2025).
2. [Professional End of Tenancy Cleaning Services in London, UK](<https://www.endof-tenancycleaning.co.uk/>). (Accessed 25 Nov 2025).
3. <https://www.findacleaner.co.uk/>. (Accessed 25 Nov 2025).
4. <https://www.parsruggallery.co.uk/rug-cleaning>. (Accessed 25 Nov 2025).
5. <https://www.professionalcleaningservicesuk.co.uk/>. (Accessed 25 Nov 2025).