

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2510337	Student Name	IULIANA ENE
Website Chosen	https://www.cleanersoflondon.co.uk/		
Insert hyperlink to website	https://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: The Cleaners of London website loads very fast, usually in just a few seconds whether you are on a computer or phone. The pages are not cluttered with heavy graphics, so everything feels quick and smooth. It's easy to navigate too the menus are clear, and buttons for booking or checking services are obvious. Overall, it feels responsive and user friendly, letting you find what you need and book a cleaner without any frustrating delays.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website Cleaners of London has several subpages, including ones for specific cleaning services such as end-of-tenancy, deep cleaning, and domestic cleaning, as well as pages for contact details, company information, FAQs, and booking. A prospective customer can easily navigate using the main menu at the top, which clearly lists the services and key pages. There are also helpful links in the header and footer, making it simple to move between pages and quickly find the information or booking option needed.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, a customer can easily make a booking directly on the website. The booking process is simple, customers select the type of cleaning service they want, numbers of rooms, choose a date and time, and provide their address and contact details. Payment can also be completed online. The site guides customers step by step, making it easily to arrange a cleaner without stress or needing to call or email.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: While the website is generally easy to use, a few improvements could enhance usability. Adding a search box would help customers quickly find specific services or information. More customer testimonials or reviews on service pages could build trust. Simplifying some forms and providing live chat assistance would make booking and searches more quickly. Lastly, better mobile optimisation of the website would guarantee a more seamless experience for users on tablets and smartphones.			
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 webpage looks clean, modern, and professional, with a simple colour scheme and clear layout that makes it visually pleasant. Information is easy to read and not overwhelming. On a computer, the layout feels more spacious with menus spread across the screen. On a mobile phone, the design adjusts to fit a smaller screen, with stacked sections and a drop-down menu, but it remains clear and easy to use.

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

Answer:

Images of tidy homes and professional cleaners at work predominate on the website. Customers can better grasp the kind of service provided thanks to these pictures. The website feels tidy and reliable because white and green make up most of the colours. Although there are no videos on the webpage, the pictures convey the idea of cleanliness and professionalism.

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 primarily offers ways to get in touch, including phone numbers, email addresses, and online reservation forms. The main page doesn't seem to have a live chat feature. A chat tool could speed up conversation even though these alternatives are helpful. Adding a chat feature could enhance the overall customer experience because many customers demand quick responses.

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

Answer:

Although there are a few social media links on the website, they are not the focus of the website. They seem to link to social media sites like Facebook and Instagram, enabling customers to learn more about the business or view updates. Nevertheless, some visitors may miss these connections because they are not very noticeable. Although they offer more avenues for interaction with the company, increasing their visibility and interactivity could enhance their overall efficacy.

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:

Through neatly arranged sections and specific pages for every kind of cleaning, including deep cleaning, end-of-tenancy services, and home cleaning, the Cleaners of London website effectively displays its offerings. Customers can better understand what they are booking by reading the brief descriptions provided for each service. Users are guided by

obvious call-to-action buttons, straightforward text, and clear headings. Customers are also assisted in rapidly identifying the various services offered using pictures and organised layouts.

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

Answer: Customer reviews for Cleaners of London. are mainly available through external platforms like Trustpilot, rather than being heavily displayed on the website itself. This allows potential customers to read detailed, independent feedback about the service.

The reviews appear to be up to date, with many recent posts from late 2025 and even early 2026. This suggests that customers are still actively leaving feedback, making the reviews relevant and useful for new costumers 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?

Answer:

There is multiple clearly indicators that the Cleaning Company services is an excellent quality. Positive reviews for Cleaners of London on Trustpilot mention that reviews show an overall rating of 4,6 out of 5 from 298 reviews. They specify that cleaners arrive on time, complete tasks carefully, and pay attention to detail. Many also appreciate the consistent quality of service and friendly, professional attitude of the staff. These factors make clients feel confident that their homes will be cleaned properly, which is why the company receives strong recommendations and repeat bookings from satisfied customers. Because of their simple online booking process, clear pricing, flexible scheduling, and professional cleaners, I would use or suggest their service for keeping a clean house or managing end-of-tenancy obligations.

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, the Cleaners of London website makes prices very clear. Customers can see starting rates for different services, such as around £20 per hour for regular cleaning and fixed prices for services like end-of-tenancy cleaning. The prices appear reasonable and reflect the professional service shown, including insured cleaners and guarantees. They also match typical London cleaning rates, suggesting good value for the level of quality and reliability offered.

Section 4 – Searchability

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

1.Cleaners

2.London

3.Domestics

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

Answer:

For the search "cleaners, London, domestics", the respective website is more probably to show in the top ten Google results. The phrase refers to their domestic cleaning services, which matches to the content on their website. While competition remains, their clear service pages, positive ratings, and relevant keywords increase visibility. It might not always show in the top ten results, though, as its placement fluctuates based on the user's location and search history.

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:

Websites remain critical in modern UK business environment since they serve as a company's primary online shopfront. Despite the rise of social media and applications, a website provides a centralised, controlled environment in which customers can access precise information, research services, and safely make reservations or purchases. Furthermore, a professional website's legitimacy communicates and develops confidence, increasing customers trust. For service-based businesses such as Cleaners of London, social media cannot provide clear service presentation, straightforward pricing, or quick online booking. Websites also boost a company's visibility in search results, making it easier for local customers to find them. Overall, a well-designed website complements other digital platforms and is an essential component of a modern company's online presence.

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 could suggest one improvement for the Cleaners of London website The suggestion would be to incorporate a live chat function. This would let prospective clients to quickly ask questions, receive clarification on services, and address any issues they may have while using the website. Live chat can increase interaction with customers, reduce hesitation before booking, and provide a more personal experience, which is especially important for cleaning service businesses where trust is key. It would also help handle common queries efficiently, improving overall customer satisfaction. Many users prefer quick responses in real time over emails or phone calls, so adding this feature could boost conversions and make the website feel more interactive, modern, and concentrate on the customers needs.

Reference List

Cleaners of London (2025) *Professional house cleaning services London*. Available at: <https://www.cleanersoflondon.co.uk> (Accessed: 20 March 2026).

Trustpilot, 2026. Cleaners of London reviews. Available at:
<https://uk.trustpilot.com/review/cleanersoflondon.co.uk> (Accessed: 21 March 2026)