

LCLM4002_BIRM Digital Skills Task 3

Website Evaluation

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Website Chosen	Cleaners of London		
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 website loads quickly, with the homepage and main service pages opening in just a few seconds. Images, icons and text appear smoothly, without delays or interruptions. Even when navigating between different sections, the transitions remain fast and stable. This creates a positive first impression and helps users feel confident that the website is reliable and professionally maintained.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer:			

Yes, the website has many sub-pages for different cleaning services. Customers can navigate using the top menu, which is clearly organised. Each service page also includes buttons and links that help users move easily to other parts of the website.

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

Answer:

Yes, customers can make a booking directly through the website. The booking form is simple and guides users step by step. They can enter their details, choose the type of cleaning service, select a date, and instantly receive a price estimate. The process is quick, clear and convenient, making it easy for customers to confirm a booking without needing to call.

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

Answer:

The website could be improved by adding a search bar, which would help users find information faster. Some pages contain long paragraphs, so breaking them into shorter sections would make reading easier. Adding more visual icons or small graphics could also help customers understand key points more quickly, especially when scanning the page for specific details.

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, tidy and professional design, using soft colours that create a calm feeling. On a computer, the layout is wide and well-spaced, making the information easy to read. On mobile, the design still works well, but users need to scroll more to see all the content. Even so, the mobile version remains clear and user-friendly.

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

Answer:

The website uses clear images of cleaners and clean homes, which helps build trust. The colour scheme is mostly white and blue, giving a calm and professional feel. There are no videos, but the images are enough to show the services.

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:

There is no online chat tool available. Instead, customers are encouraged to call, email or use the booking form. A chat tool would make communication faster and more convenient, especially for people who prefer messaging. It could also help answer quick questions and support customers who need guidance before booking a service.

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

Answer:

The social media links work correctly, but they are not very visible on the page. They lead mainly to Trustpilot, where the company has strong and recent reviews. Making these icons larger or placing them in a more noticeable area could encourage more customer engagement and help build trust through social proof.

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 services are clearly shown in the main menu. The company describes its work as “professional cleaning services” (Cleaners of London, 2024), which helps customers

understand what they are paying for. Each service has its own page with simple explanations and lists of what is included. This also makes it easier to compare different cleaning options.

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

Answer:

Customer reviews are available on Trustpilot, and they look up to date. People can read recent comments and ratings from other customers. Many customers describe the cleaners as “professional and polite” (Trustpilot, 2024). This helps build trust and shows that the company has a good reputation.

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 website explains that the cleaners are trained and insured. It also mentions a satisfaction guarantee and many happy customers. The website says they are “trusted by thousands of customers” (Cleaners of London, 2024) which shows high quality services. I would recommend the service because it looks professional, trustworthy, and easy to book.

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:

Prices are shown through the instant quote tool, which allows customers to see the cost before confirming a booking. This transparency helps users feel informed and in control. The company promotes “affordable and transparent pricing” (Cleaners of London, 2024), which supports the idea that the prices match the level of service and professionalism described on the website. Overall, the prices seem reasonable and reflect good value for money.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. London cleaners
	2. Domestic cleaning
	3. End of tenancy cleaning
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes, the website appears in the top ten Google results for these keywords. This means the company has good search engine optimisation and is easy to find online. This supports their goal of offering "easy access to cleaning services" (Cleaners of London, 2024). The strong Google position also confirms that the website is visible for customers searching for cleaning services (Google Search, 2024).	
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 are still very important for businesses in the UK. Many customers search online before choosing a service, so a website helps a company look professional and trustworthy. A website also gives clear information about prices, reviews, and booking options. Social media is useful, but it cannot replace a full website because a website has more structure and details. The company says they want to make cleaning "simple from start to finish" (Cleaners of London, 2024), and a website helps achieve this. The website also promotes "easy online booking" (Cleaners of London, 2024), which shows how important a clear and organised website is for customers. For service companies, a website helps customers compare options and make fast decisions. This is why websites continue to be important today.	
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:

My main recommendation is to add a live chat feature. Many customers want quick answers without calling or reading long pages. A chat tool would let users ask questions instantly and get help in real time. It could also increase bookings because staff or a chatbot could guide customers through the process. The company says they aim to offer “excellent customer support” (Cleaners of London, 2024), and a chat tool would help them reach this goal. The website also promotes “simple and fast booking” (Cleaners of London, 2024), so adding live chat would make the experience even easier. This feature would make the website more modern, simple, and helpful for all users.

References List

Cleaners of London (2024) *Professional Cleaning Services in London*. Available at: <https://www.cleanersoflondon.co.uk> (Accessed: 12 April 2026).

Trustpilot (2024) *Cleaners of London Reviews*. Available at: <https://uk.trustpilot.com> (Accessed: 12 April 2026).

Google Search (2024) *Search results for cleaning services in London*. Available at: <https://www.google.com> (Accessed: 12 April 2026).