

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2439787	Student Name	Veronica Konadu
Website Chosen	Acocks Green Bowling		
Insert hyperlink to website	-https://www.acocksgreenbowling.co.uk/bowling		
<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 can respond within two seconds or immediately.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: It contains so many sub-pages that the website it's organised very well, where it serves different sites which suit the customer's best interest, and it takes only seconds to open, such as food and drinking			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make booking easy because it is done directly through from website. It involves entering your contact details to make sure that the business can maintain those details and give you a response at your convenience.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The improvements that can be made to make websites usable are to have a clear out setting for the customer once reaching that stage of the website, and to not leave it incomplete where the customer expresses that it's futile for the whole process.			
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: It is so colourful that it attracts the younger audience to get involved with the website. It has many offers. It's a family-friendly way to book and reserve services anytime. It normally appears differently on mobile phones and computer screens because of the size, and the layout for each device is different.			
Question 2b - How does the website use imagery, video and colour?			
Answer: It attracts attention and messages faster, guides brand identity and keeps a memorable user experience. It makes content easier to read and digest and draws users' eyes to the most important content or quick actions. Important videos can make a website			

livelier and more attractive behind the scenes. The colour also guides the user by highlighting the link buttons	
Question 2c – Has the website made use of an online chat tool on the website? How effective is this in enquiring about the product or service?	
Answer: It has made a difference in incorporating online chats to make it more effective and professional. The websites today are widely used and improving customer service to provide direct customer feedback and satisfy almost all customers, and are effective for businesses	
Question 2d – How effective are the social media links on the website?	
Answer: Social media links are all over and effective for reach. This helps websites to have more connections with their customers and improve networking by having more advertisements and partnerships without websites.	
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: By putting these details, it helps to make messaging consistent communication and effectively makes it clear to the customers. It helps customers understand the importance of building trust and engagement, and sales. It's advised to have a Q&A site to save time explaining to customers without having to be contacted for less important enquiries.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Customer reviews are made available to improve on attributes of the product by giving constructive, however professional feedback to maintain a healthy work environment with the partnership of customers and business owners. This will help increase the ratings of stocks to attract more potential buyers soon.	
Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend it to a friend or family member?	
Answer: The service was amazing and the high-standing reviews and images were coming out well. The company was awarded handsomely to recommend others for customer desire.	
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, It was clearly and cheap to the customer compared to other prices, yes, it was durable and up to date to check the promotion and the offers on the front page. This makes it more accessible to customers of which service suits them.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Mentorship
	2. Reviews

	3. Buyers
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: It depends because it may or may not attract the algorithm when inserted into the tab. But to use SEO analytics tools tailored for it to be monitored and detected by the algorithm, it improves the chances of the search to making it there.	
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 still hold significant relevance in modern uk business with the rise of social media and mobile phones apps a well-designed website contains a central hub for information establishing creditability and trust with customers. According to a report by Statista in 2020 87% of uk business had a website, showing its crucial role in digital strategy. Websites allow business to showcase products and offer customer support. While social media platforms play an important role in customer engagement, websites remain vital for offering a professional, detailed and controlled 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: having a variety of emails at the bottom of the page, just in case the customer can't find the right resource, they can contact the right service suited to them via email to have a clearer answer to their worries. Furthermore i would also improve the user experience by making it mobile friendly and responsive as in today age a significant portion of users access websites through mobile devices. If the website isnt fully optimized for mobile, users may face difficulty navigating or accessing key information, leading to potential loss of engagement. By insuring the site adjust seamlessly across different screen sizes, it would enhance accessi	

Reference List

Acocks Green Bowl,(2025).
 Available at <https://www.acocksgreenbowling.co.uk/bowling/>
 (Accessed:11 August 2025)