

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2518329	Student Name	Michelle Durant
Website Chosen	The cooking Academy		
Insert hyperlink to website	Thecookingacademy.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: As I began a Google search to find (Thecookingacademy.co.uk) I found it Extremely fast to load with two websites a branch in Rickmansworth and in London. When I clicked on the London branch it immediately opened in seconds.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: On the website yes there are clear sub-pages which are visible for customers to see and find all relevant information, for example when you click on the home page there is clear information about them (about us), the shop, the service they provide, and events/training they offer, also on the top right hand corner of their page there's an 3 lined icon which leads you more info for e.g., private classes, vouchers, blogs, and all their social media links.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: yes, depending on what you want from the website for example for any cooking classes you can choose from the different options of food classes then click and purchase then with the events that they hold you search and click on the one you chosen and fill in an enquiry form with your details on which the company is expected to respond.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: As this was my first time on the cooking academy, I found it to be extremely informative with a lot going on, and somewhat confusing with a lot to unpack, the website could be simpler and more direct with an easier layout.			
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 actual website overall is colourful, and bright with a lot of big and bold food pictures followed by the different diversity of people in the kitchen cooking, which shows that they cater to all ages and cultures that reflects in the large photos you will see on			

opening the site which gives clear understanding of which services they provide and pleasant to see.

Looking at the cooking academy website on my mobile vs my MacBook I noticed a slight change in the mobile version in that it was easier and simple to understand with a different lay of out of pictures and keep the information but condensed down.

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

Answer: The website appears basic in colour design mainly using the kitchen different big bold different types of food photos, events classes etc, different people interacting in the background scenes. I found their video clips on the website an excellent introduction to understanding the company also what services they may offer.

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: Yes, on the website there is an easy and fast to chat to them, on the bottom right hand side there is a bright green circle icon which says “ask me a question chat now” via text to a custom GPT.ai where you would get a response immediately, I did find it very quick to reply, useful and helpful.

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

Answer: There are 5 different socials linked to their website, (Facebook, X.com Instagram, linkedin.com and YouTube) all positioned on the lower first web page, all informative with group interaction showing cooking skills, advertising their passion on learning and teaching the services they provide. As a customer wanting to research and learn more about their company having 5 social links was visually engaging and effective.

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 their presentation and lay out of content on their website with options like downloading a brochure sent directly to email, also make an enquiry icon Where you can request for further information regarding dates, events, classes signing up to their newsletter via email.

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

Answer: As you enter their URL on Google search go on the Google review summary, on their web site page you will see customer reviews for the cooking Academy, currently they only have 3 reviews all rating at 5 stars going back 2/5years ago, on their content heading “about us” a number of customers has left testimonials feedback but no date recorded. I noticed further down the page on google search page trip adviser currently have 378 reviews which is up to date last review added 21 November 2025 together with 241 stunning food photos. Alongside Trustpilot has 6 reviews from the cooking academy last dated 11 October 2025 around 2 years old.

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: Going through the website my first impressions of scaling through their services was that I found the number of choices from their content pages highly effective with a wide variety of opinions to relate to your personal lifestyle and way of living, For example the 1 what stood out to me was “wellness in the workplace” I noticed the classes/course that would be beneficial to me personally was building resilience for menopause in the work place, combining this with the passion I have for different types of food learning to cook and gaining the knowledge of how my body works towards food is beneficial support for me and my family, and would highly recommend the cooking academy to my friends and family because of this reason.

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: No prices are shown visual on their website, all required prices and information is by, making an enquiry online or ask a question online although the family and friend's prices is not visual on their website, but for me a mother with a large family/friends I found it to be visually appealing and wanted to explore it more. however, it appears the company has chosen not to list prices on the site this may be because the number of services they offer, as to my attention the webpage is overly packed with big bold photos and a wide range of information so filling out an online enquiry form would be more direct contact per customer via email which is considered good for interacting and building customers growth without throwing of customers and organisation's from seeing it directly on the site plus keeps the webpage looking tidy.

Section 4 – Searchability

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

1. The cooking academy
2. thecookingacademy.co.uk
3. <https://www.thecookingacademy.co.uk>

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

Answer: when entering 1. the cooking academy into google search it was noticeable to see the websites in addition adding 2. and 3. both went straight to their website page.

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: Based on my reflection with other websites I recognise how essential websites are in UK businesses today. It's beneficial for brand development, online visibility and provides relevant information enhancing the interaction with your customers, these key points are crucial for expansion in the digital marketing. A well-designed informative website elevates a larger audience also attracts new customers. Using all social media platforms to show case your services is effective for marketing strategies also essential for business growth, this reflection has helped me recognise that websites are essential for modern businesses and developing my own brand in the future.

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: Recommendations i would enhance to the cooking academy website would be to increase visual vibrant colours to the page, adding more high-quality diverse food images, relating to the food choices they advertise, alongside making a brief price list page promoting more discounts towards larger organisations, friends and families, lower/middle class families with children who may be struggling with the finical crisis, schools etc,. When comparing the cooking academy to Jamie Oliver cooking school website it became evident to me how simple and direct the overall web page was, it was bursting with bright vibrant colours and clear strong visual designs. I noticed joining offers, plus discounts. You can book online, book by calendar date, they had offers of different days of the week prices will differ which is visually to see pay and book straight away. The overall website was not overloaded with images and information however it was very informative to capture my attention. (Oliver n.d.). As a first-time user on the website, I found it highly appealing. Based on this comparison it supported my proposal for improvement. To conclude, the cooking academy website became evident that while the layout was informative it lacked visual colour design and lack of clarity e.g. on prices all which could be improved to enhance user engagement,

Reference List

Oliver J (n.d.) Jamie Oliver official website available at (<https://jamieolivercookeryschool.com>) (accessed on 15 December 2025)