

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2510148	Student Name	Vasilis Vesai
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 cleaners of London, when I tap the Link, it takes less than 1 second to load.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The cleaners of London, does contains sub-pages on the website. A prospective customer navigates they click the following Link, and they gain access to the webpage to view the context.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The cleaners of London, in the webpage customers can book an appointment in the webpage directly for service cleaning.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The cleaners of London, improvements can be made by adding for details about the webpage-so customers can gain more ideas. As well as, they can add a survey so when customers book an appointment, they can afterwards take a survey to assist the company gain more positive comments.			
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 cleaners of London, when accessing into the webpage it seems organised and well-structured. In Mobile phone the webpage doesn't seem so organised and well-structured.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The cleaners of London, when accessing into the Webpage it appears images where cleaning homes, windows, and rooms. Videos, when tap the sub-pages they appear directly, how to rearrange your house and your rooms. The webpage uses colours			

in the sub-pages colours to show freshness and well-designed. Even topic letters, are coloured to represent the key word of the sentences.	
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 cleaners of London, does have an online chat tool, like chat with us, sentences with circle boxes, even customer support chat, those are assisting chat tool for customers. Products are very effective in the webpage, because if a customer wants to purchase any product, they can enquiry in the chat tool if the product is superb and in outstanding quality.	
Question 2d – How effective are the social media links on the website?	
Answer: The cleaners of London are very effective on social media, because they do have plenty of followers, even images and several videos which can assist customers when they review their company account. Also, they provide several positive reviews. They can be found on, Facebook and Instagram.	
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 cleaners of London has well-structured contexts of services towards to the customers. They explain well, like cleaning your house, rooms, rearranging your room, windows cleaning, even deep cleaning. Those are the main resources of services.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: The cleaners of London, when accessing into the webpage there are plenty of Reviews by the customers. And there are plenty up to date and positive reviews.	
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 cleaners of London, represents plenty of services with high qualities, like reviews, images, professional details, clear explanations. A company service, I would recommend in my family because if it's an outstanding product it belongs to my family to have it as it has positive reviews and clear explanations by the clients.	
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: The cleaners of London, prices have been included into the webpage.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1.London Cleaners
	2. Service Cleaners
	3. Professional Cleaners

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

Answer: The cleaners of London, when typing cleaners of London webpages, it appears on top 10 websites.

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 in modern UK business they do have high rate of relevance, because they explain well, in common details, with professional explanations, and including images and videos which can assist customers whether they like the company.

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 chosen recommendation would be a review. Because customers would be able to write down their positive comments, which can help my company grow day by day, also it can help the clients the more positive reviews I have the higher demand of customer will attend.

Reference List

Cleaning Prices London Transparent Rates Cleaners of London. Available at: <https://www.cleanersoflondon.co.uk> (Accessed 25 Nov 2025).

Professional End of Tenancy Cleaning Services in London, UK. Available at: <https://www.cleanersoflondon.co.uk> (Accessed 25 Nov 2025).

[Find a Local Cleaner Near Me - Compare Quotes](https://www.cleanersoflondon.co.uk). Available at: <https://www.cleanersoflondon.co.uk> (Accessed 25 Nov 2025).

Rug Cleaning Antique & Persian Rug Cleaners Pars Rug Gallery. Available at: <https://parsruggallery.co.uk> (Accessed 25 Nov 2025).

Professional Cleaning Services UK Trusted Deep & End of Tenancy Cleaners. Available at: <https://hellocleaners.co.uk>. (Accessed 25 Nov).