

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2435867	Student Name	Haneeyah Hussain
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 I will say under 4 seconds, which is not definitive as internet connections differ. Fast loading is impressive and vital to give a good impression to the consumer as it shows reliability and good service. Additionally, cleaners of London website can be accessed with ease as it uses a logical layout, ample use of white to partition sections. with mobile compatibility According to Provath Chowdhury, {Published: December 18, 2024}, Colour psychology of green in branding and marketing, believes green is the most enticing colour for brands and gives consumers an association to nature which brand use to focus on sustainability, health and wellness.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The first sub-page is to redirect the customer to book a service which then bring a page which in bold letters states London best house cleaners, with the addition of reviews on trust pilot. The second sub-page redirects the customer to compare prices, once opened it gives options to customise your service, for example how many rooms to clean, for example if a studio apartment or a 6-bedroom house, the bathroom and bedroom 2 only. Adding extra is also an option when customising, like; balcony cleans, steam clean bedroom and upholstery clean,mattress,sofas,small and large rugs is available			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the customer can make a booking via the webpage. There is a tab on the left of the website in green, to book a service. If booking online is not convenient the website offers a phone number to contact the company. Scrolling down the page the website also states you can book online in 60 seconds, full control which offers flexibility, and guaranteed results.			
Question 1d - What improvements could be made to the usability of the website?			

Answer: I would personally add more colour to the website. I would offer a live chat system more interactive; this can engage a customer and show willingness for sales.
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: Very pleasant, the use of white is to break down subject
Question 2b - How does the website use imagery, video and colour? ("Task 3 - Website Evaluation Template copy 2 copy copy.docx")
Answer:
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:
Question 2d – How effective are the social media links on the website?
Answer:
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:
Question 3b - How are customer reviews made available? Are these up to date?
Answer:
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:
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:
Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.
	2.
	3.
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer:	
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:	
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:	

Reference List

1] <https://www.ofspace.co/blog/green-in-branding-and-marketing>