

| LCLM4002_BIRM Digital Skills Task 3<br><u>Website Evaluation</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                       |                     |                |
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| <b>Student Number</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 2526512                                                                               | <b>Student Name</b> | Paulo Flamiano |
| <b>Website Chosen</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Cleaners of London                                                                    |                     |                |
| <b>Insert hyperlink to website</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <a href="https://www.cleanersoflondon.co.uk/">https://www.cleanersoflondon.co.uk/</a> |                     |                |
| <b><u>Evaluation</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                       |                     |                |
| <b>Respond to each question</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                       |                     |                |
| <p align="center"><b>Section 1 – Usability</b><br/>(75 words maximum for each answer)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                       |                     |                |
| <b>Question 1a</b> - How quickly and easily does the website load?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                       |                     |                |
| <p>Answer:</p> <p>The Cleaners of London website (cleanersoflondon.co.uk) was created for speed and efficiency because it was built to handle quick bookings. I have tried to visit the site at around 9am and take less than one minute to load the website using the desktop. I also tried to access on my mobile and the website quickly load in less than one minute.</p>                                                                                                                                                                                                                                                          |                                                                                       |                     |                |
| <b>Question 1b</b> - Does the website contain many sub-pages? How does a prospective customer navigate these?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                       |                     |                |
| <p>Answer:</p> <p>The website contains many subpages. For customers who needs more information, each service has its own landing page. These pages go into details about specific priorities such as ironing, bed changing or pet friendly options and explain the same cleaner every visit policy which clarifies the logistics of a recurring domestic service.</p>                                                                                                                                                                                                                                                                  |                                                                                       |                     |                |
| <b>Question 1c</b> - Can a customer make a booking via the webpage?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                       |                     |                |
| <p>Answer:</p> <p>Customer can make a booking directly through the webpage. The main priority of the website is to make an online booking. Although there are options of contact us, call back or fill up the form. The website has these options SELECT YOUR SERVICE – where in you can choose regular domestic cleaning, end-of-tenancy one off deep clean. CUSTOMISE PROPERTY DETAILS – input your property size and the system will calculate the prices VIEW LIVE PRICING: the prices update in real-time. The website's navigation is highly intuitive, allowing for a "60 second booking" process (Cleaners of London,2025)</p> |                                                                                       |                     |                |
| <b>Question 1d</b> - What improvements could be made to the usability of the website?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                       |                     |                |
| <p>Answer:</p> <p>My recommendations are that the website can use videos which can help the prospective clients to visualise the services that the company is offering. Secondly, I may suggest that the website will have a chat bot or Virtual assistant while doing the booking although they have a telephone line to answer the queries but only on a limited time.</p> <p>Thirdly, the website not accessible to users with disabilities like screen reader compatibility and high contrast.</p>                                                                                                                                 |                                                                                       |                     |                |

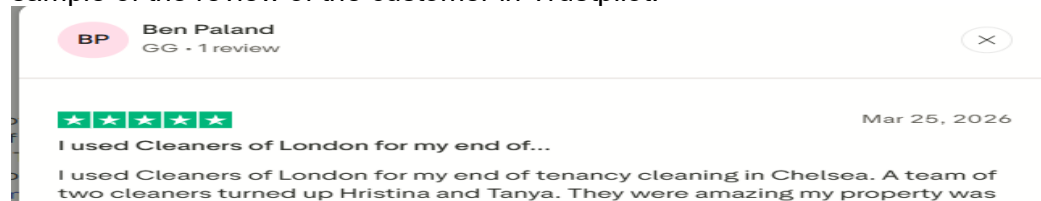
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| <b>Section 2 – Pleasure – Customer Experience</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |
| <b>(75 words maximum for each answer)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |
| <b>Question 2a</b> – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?                                                                                                                                                                                                                                                                                                                                                                                                                         |  |
| <p>Answer:</p> <p>Upon checking the website, I found it very straight forward and plain. It does not use colourful images and videos. I have accessed the websites both in desktop and phone, but I find it clearer and easier in the desktop to make a booking because it is presented with multi column layout and more content displayed on the same screen unlike on the mobile it was simplified but still focusing on the key information that will help the customers to book easily. It was changed to a single column vertical scrolling layout.</p> |  |
| <b>Question 2b</b> - How does the website use imagery, video and colour?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |
| <p>Answer:</p> <p>The website uses different pictures, but it shown images are very plain and simple. Upon checking there is no videos uploaded on the website. It presents clean and pleasant look wherein it aligns with the brand's name. It mainly uses white as the base colour matching with blue and green tones.</p>                                                                                                                                                                                                                                  |  |
| <b>Question 2c</b> – Has the website made use of an online chat tool on the website? How effective is this to enquire about the product or service?                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| <p>Answer:</p> <p>The website does not feature the pop-up style live chat tools. Instead, they have focused on a No phone calls, No waiting idea with their automated booking system. Instead of the chatbot or live chat the website emphasizes to the customers that they can "speak to a real person" they have provided London phone number and email address.</p>                                                                                                                                                                                        |  |
| <b>Question 2d</b> – How effective are the social media links on the website?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |
| <p>Answer:</p> <p>The links of social media on the website can be found on the footer part. Wherein for me is less effective because the client will check those social media if they intentionally looking for extra social proof before booking. I have personally checked the linking social profiles, but it has not been updated recently.</p> <p>For example, the Facebook link and found out that last post was six months ago, the link becomes counter –productive and showing that the business is less responsive or active.</p>                   |  |
| <b>Section 3 – Perceived Value</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |
| <b>(75 words maximum for each answer)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |
| <b>Question 3a</b> - How are the services offered by the company made clear to customers?                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |
| <p>Answer:</p> <p>The website uses specific headings for different types of customers such as office and commercial cleaning; in addition, the website promoted the "Book in 60 Seconds" which is a very good selling point and catchy to the customers. I have noticed as well</p>                                                                                                                                                                                                                                                                           |  |

that the website was breakdown into three simple and numbered steps such as Choose your service (select the type of the clean) second Customise your clean (wherein you need to tell them the property layout) and lastly book (customer will see the price and confirm the booking.)

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

Answer:

The website has a dedicated reviews page wherein the customer can find in the main menu. The customer can look for the Trustpilot logo by clicking this, it will take them directly to the company's official Trustpilot profile. Secondly, they can leave a review direct to Trustpilot.com. Although the review showing is not up to date. Herewith the sample of the review of the customer in Trustpilot.



**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 service presented on the website are very clear and user friendly. It was offering clear categories on what the customers needed for requesting a cleaner whether it is for one time cleaning or regular or even an end of tenancy cleaning, After evaluating the website, I will recommend the company's service to a friend or family because it is very easy to book, cashless and reliable and pay after you clean idea is a good selling point.

**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 prices are very clear shown on the website and very transparent. On the website they have dedicated price pages that breaks down the cost-of-service types that they are offering; On the website the customers can find the Hourly Rates (£20/hr for regular cleaning and £22/hr for one-off cleans) and Fixed pricing for End of Tenancy cleaning they provide clear starting prices based on the property sizes for example studio from £189 and 1 bed from £229).

#### Section 4 – Searchability

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

1. "Cleaners in London"
2. "End of Tenancy cleaning"
3. "Domestic Cleaners London"

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

Answer:

I have type "Cleaners in London" 'End of tenancy cleaning and " Domestic Cleaners London" in Google and it appears in the top ten websites. I have tried it when I am signed in with my google account.

### 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:

For a London-based business the website still has the relevance in modern UK business because the primary of the website is the shop window in the world's most competitive local market. As UK search trends show that "deep cleans" and "end of tenancy" searches are now high year-round. Without this digital presence, they would be invisible to the thousands of Londoners moving flats every month.

**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:

On the website they have slogan to "Book in 60 second" feature, it is very catchy to the customers however the user must input several personal and property details before seeing if their preferred date and time are available. Integrating a real time availability calendar at the start of the booking process would allow customers to see open slots instantly.

On the homepage they are displaying 4.5 star to build the trust, but they could make it even easier for the customers by adding a large " Leave us a review" button on the booking confirmation page. This will encourage for the clients to leave more feedback.

### Reference List

Cleaners of London (2025) professional House Cleaning Services London. Available at: <https://www.cleanersoflondon.co.uk/> (Accessed: 22 April 2026).

Paland, B. (2026) " I used Cleaners of London for my end of tenancy cleaning in Chelsea", Trustpilot, 25 March. Available at: <https://www.trustpilot.com/review/cleanersoflondon.co.uk> (Accessed:22 April 2026)