

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2438986	Student Name	JAMES OYIBO
Website Chosen	Cleaners of London		
Insert hyperlink to website	Cleaners of London		
<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: On both desktop and mobile devices, the Cleaners of London website loads extremely quick, typically in two to three seconds. Customers are kept engaged by fast loading, which allows them to obtain information without waiting. This rapid speed lessens the likelihood that consumers will abandon the website due to slowness and helps provide a positive first impression.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Indeed, there are several subpages on the website, including those for services, booking, reviews, and contact. Its user-friendly menu at the top makes it easier for users to locate pages. Customers may easily go to the desired page thanks to the menu's simplicity and logic. The site is easy to use and efficient for quickly locating information because of its excellent navigation.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, clients are able to book straight through the website. The reservation process takes less than a minute to complete. Clients enter their information after choosing the service, time, and date. The fact that payment is only asked for once the job is completed fosters client confidence in the business.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: By including a search bar, the website's usability may be enhanced, and visitors could discover specific information more quickly. By providing prompt answers to enquiries, an online chat function would also improve customer service. The website would be easier to use, and more people would hire cleaning services without hesitation if the booking and special offer links were clear.			
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 website is tidy, up to date, and expertly designed. A fresh, peaceful ambiance is produced using white space and gentle blue tones. It functions properly on desktop and mobile platforms and has a nice appearance. All material is legible and easily			

accessible without any clutter because to the design's good screen-resolution adaptation. Customers are more at ease and self-assured while employing the cleaning service because of its regular appearance.

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

Answer: Bright, clear pictures of contented cleaners and tidy houses are used on the website. Visitors can better grasp the services provided by looking at these pictures. White and blue, which stand for trust and cleanliness, are the primary hues. The website is enticing to consumers since it lacks videos, but the images and colours alone give it a warm and polished vibe.

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: There is no online chat feature on the website. To enquire questions, customers must utilise the phone or email. This might result in less prompt assistance and slower reaction times. Including a chat feature might enhance customer satisfaction and trust by facilitating faster responses and better communication.

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

Answer: Although they are easy to locate, Facebook and Instagram social media connections are not extremely active. Customer engagement may rise with more regular updates and interactions on these pages. Engaging social media demonstrates that the business values communication outside of its website and helps to foster trust. An overall better customer experience would result from more active social media presence.

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: Regular, thorough, and end-of-tenancy cleaning are among the several cleaning services that are explained in detail on the website. Details on each service are provided, along with hourly rates starting at £20. Visitors can better grasp what they will receive thanks to the straightforward descriptions. Customers are more confidence when making reservations when price and service alternatives are clear.

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

Answer: Customer reviews are presented on the website and connected through Trustpilot, with over 280 recent reviews. The reviews are up to date and demonstrate high levels of client satisfaction. Because they see actual consumer feedback, these evaluations give prospective visitors more confidence in the business.

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: Customer reviews, Trustpilot ratings, and details regarding insured cleaners are all shown on the website. Additionally, it provides assurances like the re-clean policy, which fosters confidence. A professional design and an easy-to-use contact page further demonstrate the company's dependability and concern for client happiness, which persuades potential clients to use their services.

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 website makes it simple to locate contact information. A contact form, email address, and phone number are all prominently displayed on the

"Contact Us" page. Customers may easily ask enquiries and receive assistance as a result. There isn't a live chat feature, though, which may offer faster responses. Although the contact details facilitate effective communication overall, instant chat features would be a nice addition.

Section 4 – Searchability

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

1. Cleaners

2. London

3. House

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

Answer: Indeed, Cleaners of London shows up in the top ten results when you search for terms like "cleaners London house" on Google. This indicates that when individuals are searching for cleaning services in London, they may easily reach the website. Gaining new clients and growing the business depend on having a high search engine rating.

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 are still crucial for businesses in the UK. Since most individuals begin their search for goods and services online, a well-designed website increases a business's customer base. Websites provide information, facilitate reservations, and make it simple for customers to get in touch with the company at any time. Because clients may examine evaluations and evidence of quality service, they also contribute to the development of trust. Websites are an essential tool for success, even with social media.

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: The addition of a live chat function would be the primary enhancement. Customers may ask enquiries and receive prompt replies thanks to this, particularly if they choose not to phone or email. Quick assistance may increase customer satisfaction and make service booking simpler. Live chat is used by many businesses since it provides better service and saves time. It would make Cleaners of London more distinctive from other businesses and attract more reservations.

Reference List

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