

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2530803	Student Name	Elidona Alikaj
Website Chosen	Cleaners of London		
Insert hyperlink to website	Cleaners of London Professional House Cleaning Services 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 does upload in seconds, the layout is simple with clear sections, which is easy to start to use it straight away.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
The			
Answer: Yes, the website includes multiple sub-pages like: Services, contacts, prices, about, reviews and bookings. These are easy to access through the main menu, so a user can move around the site without confusion.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, costumers can make directly booking on the website. There is an online system where users can choose the service and receive a price before the confirmation.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: It is there that one improvement could be adding clearer step by step guidance for bookings, the most if it is for the first time buyers who might not be familiar with the process of checking out.			
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 looks clear and professional, it works good on desktop and also by phone. The layout adapt properly, makes it easy to read on different devices.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website uses simple images and a consistent colour scheme, therefore gives it a professional appearance without being too overloaded, or takes attention away .			

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 any obvious live chat feature, however contact option like phone, email are available. Therefor still allow costumers to get help when needed'	
Question 2d – How effective are the social media links on the website?	
Answer: A WhatsApp icon could be added on the web page to connect the customers directly with the help line. Also social media links are not very visible to identify so this could be improved to increase costumer engagement and trust.	
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 services are clearly explained with different types of cleaning list. Therefor these details helps the costumers to understand quickly what services the company offers.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Customer reviews are shown on the website, which helps build trust. They appear relevant and give an idea of previous customer experiences.	
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 company presents itself as good and high quality, by mentioning experienced cleaners and positive customer feedback. This makes the service seem reliable, trustful and professional.	
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: Price are not fully listed, but the costumers can get a quote online. This can happen because the prices are depending on the type of services and sizes of the property.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1.Cleaners London
	2.House cleaning London
	3. Domestic cleaning services
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: The website is likely to appear in search results, especially for location based searches, due to its focus on London services.	
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: Yes of course, websites are still very important in modern UK business. They allow customers to find information quickly, compare services and make bookings online.

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: One improvement could be added like a live chat feature, as this would allow customers to get instant answers and improve overall user experience.

Reference List

The recent references list:

- Cleaners of London (n.d.) Cleaners of London | Professional House Cleaning Services. Available at: <https://www.cleansersoflondon.co.uk> (Accessed: 31 March 2026).
- Trustpilot (n.d.) Cleaners of London Reviews. Available at: <https://www.trustpilot.com/review/cleansersoflondon.co.uk> (Accessed: 31 March 2026).