

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2435672	Student Name	Maria Atanasia patru
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 on both computer and mobile. Pages open smoothly, and the main information- services, prices, and booking papers straight away, making it easy to use.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: yes, the site has sub-pages for each service. Customers use the clear top menu to navigate, and each service page is labelled, making it easy to find what they need.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the “Book Now” button leads to a simple online form where customers choose their service, give details, and select a date			
Question 1d - What improvements could be made to the usability of the website?			
Answer: the homepage could be simpler, with more icons and less text. A progress bar on the booking form and a clearer FAQ section would improve usability.			
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 clean and professional. On a computer it feels more spacious, while on mobile it becomes compact but still easy to read and use.			
Question 2b - How does the website use imagery, video and colour?			
Answer: the site uses bright colours and clear photos to show clean spaces. There are no videos, but the images and colour scheme make the website look tidy and trustworthy.			
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 website does not appear to use a live chat tool. It mainly relies on a phone number and online booking form. These methods work, but a chat option would make enquiries faster and more convenient for customers.

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

Answer: The social media links work and take users to the company's profiles, but they are not very prominent. They are useful but not heavily promoted, so they have limited impact.

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: services are clearly listed in the top menu, with simple descriptions explaining what each cleaning service includes. The layout makes it easy for customers to understand what is offered.

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

Answer: Customers reviews are shown on the website and linked to Trustpilot. They appear up to date and provide recent feedback, helping build trust in the service.

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 looks high quality because the website shows clear information, good photos and strong customers reviews. I would recommend it because it seems professional and easy to book

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: yes, prices are shown during booking. they seem fair for London and match the quality shown on the website

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. London cleaners
	2. Cleaning service
	3. House cleaning

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

Answer: Yes, it appears in the top results on google for these search terms

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, websites are still very important for modern UK Businesses. A website gives customers a trusted place to find information, check prices, read reviews and make bookings. For companies like Cleaners of London, the website helps show professionalism and builds confidence through clear service details and customer feedback. Even though social media is popular, customers still expect a proper website because it feels more reliable. A good website also helps a business appear on Google, which is essential for attracting new customers.

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: I would add a live chat feature. The site only uses forms and phone calls, which can be slow. Live chat would let customers get quick answers and make the website easier and more helpful to use.

Reference List

<https://www.cleanersoflondon.co.uk>