

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2434003	Student Name	Md Shakil Ahammed
Website Chosen	https://www.acocksgreenbowling.co.uk/bowling/		
Insert hyperlink to website	Acocks Green Bowling		
<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: A fast-loading website offers numerous benefits, including improved user experience, higher search engine rankings, increased engagement, and better conversion rates. Users prefer websites that load quickly, and a slow website can lead to frustration and users leaving before even viewing the content. acocksgreenbowl.com seems to be a basic website but it does loads reasonably quick.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: acocksgreenbowl.com uses seven Sub-pages, going around the website is easy and straight forward, the prospective customer needs to know what they are looking for and using the links provided on left hand side to get to the information they require			
Question 1c - Can a customer make a booking via the webpage?			
Answer: having a link to make booking is an essential part of any website. Companies often use this feature to make an obligation to the customers to turn up and use their services. In general, booking on a website offers many benefits for both businesses and customers, including increased convenience, efficiency, and cost savings. Customers can book anytime, anywhere, while businesses can automate processes, gain valuable insights, and reduce operational costs			
Question 1d - What improvements could be made to the usability of the website?			
Answer: To enhance a website's usability to need focus on 1.simplicity which this website has done, designs are so simple and basic 2. clear navigation, which means how easy or difficult it is to go around the links and read different webpages and I would say they've done a good job in this regard 3. fast loading times, it does load fast as they aren't many pictures of videos to load 4. mobile-friendliness. I tried to load this website on my mobile phone and I'm afraid it gave me the worst experience, the links are not clickable, the texts are not zoomable and It takes longer for the pages to load. Additionally, the design is not consistent, calls to action is not clear.			

They need to test and gather user feedback to identify areas for improvement.

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:

acocksgreenbowl.com in general doesn't look pleasant nor appealing to the eyes on the spectators compare to other websites in this date and age, they haven't used interactive images and the interface is dull.

There are many differences between acocksgreenbowl.com appearance on the mobile phone versus a computer,

The links on the mobile phone are not clickable; the texts are not zoomable and It takes longer for the pages to load compared to the computer.

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

Answer:

There are 7 Reasons Why Content Needs Amazing Images, Videos & Visuals

1. Humans Prefer Visuals

People are visual creatures by nature.

2. Visuals Create Connections

The *right* visuals can create strong connections.

3. Visuals Generate More Organic Visibility

As Google search evolves, so do the ways people search and interact with it.

4. Visuals Help Capture Short Attention Spans

While obvious, it's probably the most important one on this list.

5. Visuals Are More Memorable

Visuals don't just stand out at first sight; they're also easier to remember.

6. Visuals Can Help Drive Leads

Visual content can lead to increased engagement – and more engagement often means more leads.

7. Content Can Be Repurposed Into A Variety of Rich Media Types

One challenge all marketers face is how to keep content fresh without too much reoccurring overhead

Considering factors above to help us evaluate "acocksgreenbowl.com" I don't believe they have made a most of any of these facts to the advantage. the use of colours are dull and unattractive, images are not that bad but they could improve and there is no use of a video in this website.

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:

Although the use of chat tool on a website allows users to communicate in real-time with a business representative or chatbot, enhancing customer engagement and providing immediate support, I couldn't find a service of this source on acocksgreenbowl.com

The use of chat tool lead to increased customer satisfaction, higher conversion rates, and improved lead generation and I would certainly recommend this company to employ this facility in the future

Question 2d – How effective are the social media links on the website?	
Answer: Adding social media links to a website is generally effective for increasing brand visibility, driving traffic, and fostering engagement with an audience. It allows users to easily connect with a brand across different platforms and provides a seamless experience for users to explore a brand's presence. The use of social media in this website is limited to one. There is a Facebook link on the bottom of acocksgreenbowl.com pages however their Facebook page is loading slow and the page itself is not interactive	
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: There are links that take you to the services offered by the company and they're made clear to the customers on the left hand side of the page, they include Offers for "Christmas", new year eve, party packages and latest offers.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Customer reviews on a website are crucial for building trust, enhancing online visibility, and gaining valuable insights for business improvement however, acocksgreenbowl.com haven't incorporated this facility to their website. It's a big downside but google have provided this service for the if needed.	
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: I believe one should try their services to be able to rate them and not by looking at their website, however looking at few aspects such as their venue's location, pictures and price lists, it could be a nice experience to visit with family or friends. Acocksgreenbowl is an entertaining centre and could be recommended to the friends and family for gatherings. Playing bowling, interacting or a day out.	
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: Although including prices on a website is crucial for transparency, trust, and a better customer experience, this website does have price list, they also have some offers for different products on the "Recent Offers" section	
Section 4 – Searchability	

Question 4a - What three words would you type into Google to find this type of service?	1.Bowling
	2.Group games
	3.Bowl game
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Since this business is local, the answer is NO, you need to add more keywords such as Acocksgreen bowling, Birmingham Bowling, local bowling venue, bowling games in Birmingham acocks green.	
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: Is having a website still relevant when so many are using social media giants Facebook, Instagram, X, LinkedIn and TikTok to reach customers? My answer is Yes!!! These are my top reasons why having a website is still relevant and where they differ somewhat from Social Media Platforms. Professionalism Brand Control Credibility Content Ownership E-commerce Long-term Investment	
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 suggest them restructuring their mobile phone appearance as it as not functional at the moment. I think we can assume that Acocksgreenbowl target audience is mostly the youngsters and we know that age group is mostly using their mobile phones to view anything such as websites and they mostly do not have any computers at home. So improving that aspect will certainly work to their advantage.	

Reference List

Sam Hollingsworth(2023). **7 Reasons Why Content Needs Amazing Images, Videos & Visuals**. Available at <https://www.searchenginejournal.com/why-content-needs-amazing-images-videos-visuals/268911/> (accessed 21 July 2025)

Chris Hill(2024). **Are websites still relevant in 2024**. Available at <https://furthermoremarketing.co.uk/are-websites-still-relevant-in-2024/> (Accessed 22 July 2025)

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