

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2507211	Student Name	Mariana Niculae Mihai
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 very fast and simply, you need only to click the URL and it takes around 5 seconds to open the site window then you will see the content of the web and book the cleaning service that best suits you concerning the amount you want to spend on service , but this moreover depends the capacity of your network either if you are using wi-fi or mobile data, the strongest network you use, the faster the website loads.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The webpage has six sub-pages, and these are Services, Prices, About us, Contact us, Phone number and Book a service. The Services sub-page is different from the rest of the sub-pages because this sub-link has another 9 sub-entries where you can find different type of services, End of Tenancy Cleaning, Domestic Cleaning, Regular Cleaning London, One-off Cleaning, Deep Cleaning, Carpet Cleaning, Upholstery Cleaning London, After Builders Cleaning and Office Cleaning. The clients can simply navigate through the page as all sub-pages are on the home page.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The costumers can book a cleaning service, on home page it's a green rectangular button where says "book a service" you click the button and you need to complete your booking by some questions the company asks you, the questions are: what type of clean you need, customize your service, optional extras, chose a convenient time and date, notes or special requests, available parking, contact information, home address, discount code and payment details, you will see the service price on the right part.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: On my opinion the structure of the webpage is perfect to navigate for every client that wants the service they offer, but the only thing I would change is add pictures before and after cleaning by the way I would not change absolutely anything, basically because the site is easy to use and to book a service.			

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 extremely pleasant to the eye, it looks clean, meaning that it is not too cluttered like other websites. The difference in appearance between mobile phone and laptop is not significant; the only difference I noticed is that on the laptop the pages are visible on the homepage, whereas on the phone it has a menu.
Question 2b - How does the website use imagery, video, and colour?	
Answer:	The colour of the web site is pleasant to see and it corresponds with the company logo I find it a perfect choice for the services the company offers, the site does not have videos but has images that matches with the content but in my opinion I would like to see the progress of the cleaning for example a picture of a room before cleaning and after.
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 webpage does not have an online chat tool, based on my personal perspective the online chat tool is fundamental for every type of website, company or business since the chat room is helpful for any question the costumers may have.
Question 2d – How effective are the social media links on the website?	
Answer:	On the site are 7 social media links, Facebook, Twitter, Instagram, YouTube, LinkedIn, TikTok and Pinterest, on some of the platforms they have around 3 to 7 videos and not very popular but others they have more than 12 videos and have some subscriptions, I admire that they are showing before and after cleaning videos but also the processes of cleaning. The social media links are helpful to Cleaners of London site as on the web does not reveal the cleaning processes.
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 company offers understandable services to clients by exploring the web site services they can information about each service individually, to choose the one suits better to any costumer.
Question 3b - How are customer reviews made available? Are these up to date?	
Answer:	The reviews are accessible on the home page to any client that wants to see the comments from pasts costumers, on the web site shows from the last year of comments being the last review two month ago.

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:
Based on Cleaners of London (2025), more than 280 customers review that rated excellent - 4,5 of 5 stars on Trustpilot, being 75% reviews with 5 stars and 15% 1 star. According to R Montalvao (2021). The customer has been using the company for weekly cleaning over certain months and is extremely satisfied.
I will recommend Cleaning of London to my friends and family as the company itself is reliable, responsive, and easy to communicate with, fully meeting the customer’s needs.

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:
All the prices shown on the site are clear, with different amount for each service, based on the place you live, a flat, a house, how many rooms you have, if you want them to clean the kitchen, bathroom also the living room. Reveal the exact value of every service and specific requirements.

Section 4 – Searchability

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

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

Answer:
By typing into google “Cleaners” I cannot find the website on the top ten and that happens because is not enough information, but this also happens searching “Cleaning services” distinct from searching “Cleaners on London” with a small difference from the original name of the company I find the site on the top ten to be specific the web shows on the forth website.

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:
Cleaners of London remains relevant within the contemporary UK business landscape due to its ability to address increasing demand for outsourced cleaning services in both residential and commercial sectors. Heightened post-pandemic expectations for hygiene and safety have further reinforced the need for professional cleaning providers capable of maintaining high standards.

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:

My chosen business is Nail Art Salon, my recommendation would be to show clients before and after photos of my staff's or my own work, as well as the work process. I suggested this because I would prefer to show to customers the effort put in, based on the lack of before cleaning photos from Cleaners of London.

Reference List

Cleaners of London (2025) *Cleaners of London*. Available at: <https://www.cleanersoflondon.co.uk> (Accessed: 16 November 2025).

Montalvao, R. (2021) *Outstanding services*. Review of Cleaners of London. Available at: <https://www.trustpilot.com/reviews/61ba1d119f60695a25f5bb5f> (Accessed: 16 November 2025).