

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	1818288	Student Name	Akeem Immanuel
Website Chosen	Cleaner 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 and efficiently, with contents appearing within a few seconds of loading the page. A simple layout and limited use of large graphics help improve the loading speed but will also depend on your computer or internet connection. A simple navigation menu and online booking form are available almost immediately, making it easy to use from the moment it loads. Overall, the website demonstrates good performance and proves a good user experience due to its efficient loading speed. (Cleaners of London, 2026).			
Question 1b – Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website does not contain many sub-pages, it uses a simple structure with separate sections for key services which I think is very useful and easy to navigate, this allows you to choose specific services depending on your requirements. Navigation is mainly handled through a top menu bar, which links essential areas such as services, pricing and booking. This layout improves usability and helps users to find information quickly. (Cleaners f London, 20206).			
Question 1c – Can a customer make a booking via the webpage?			
Answer: Yes, customers can make a booking directly from the webpage. This site includes a online booking system where users have access to select services, choose a date and time or receive price estimates. This feature is clearly visible and easy to use, allowing customers to complete the process quickly without the need to call or email, improving convenience and efficiency. (Cleaners of London, 20206).			
Question 1d – What improvements could be made to the usability of the website?			
Answer: The website has great features but if there was one improvement I would make is to display a more visual version giving the website a few more pictures or videos pertaining to the services advertised. Also improving mobile responsiveness and accessibility features, such as text size and contrast, would support a wider range of users. These changes would enhance overall user experience and efficiency (Cleaners of London, 2026).			

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 webpage has a clean and professional appearance, with a clear layout and a simple colour theme that makes great visuality. On mobile devices design adjusts to a smaller screen with simplified navigation system. Although this maintains useability, some elements may appear more compact compared to a desktop version but overall, the site remains consistent and user friendly across both devices (Cleaners of London, 2026).	
Question 2b - How does the website use imagery, video and colour?	
Answer: The website uses a simple imagery, such as professional cleaner and clean homes. It does not rely to much on videos which helps the loading speed. The colour scheme is minimal and clean, with contrasting text and using light backgrounds to improve readability. Overall, the visual elements support clarity and professionalism without overwhelming the user (Cleaners of London, 2026).	
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 cleaners of London website do not feature an online chat tool, instead it relies on contact options and a booking system. This still allows customers to make enquiries, although a live chat feature could improve responsiveness by providing instant answers to any questions. Online chats are generally effective so adding one could enhance customer interaction and overall experience. (Cleaners of London, 2026).	
Question 2d – How effective are the social media links on the website?	
Answer: The social media links on the website are very effective helping users to connect with the business on other platforms. These links can be for building trust as customer can reviews, updates and interact. Their effectiveness will depend on how active and regularly updated the accounts are, maintained well enhances engagement and provide additional ways for customers to enquires about the services. (Cleaners of London, 2026).	
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 offered by the company clearly presents concise descriptions through dedicated sections. Services such as end-of-tenancy cleaning and domestic cleaning are listed with brief explanations, making them easier to understand.	

Booking options and pricing information also helping customers to quickly identify what is offered. This clear structure ensures users can find relevant services without confusion (Cleaners of London, 2026).

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

Answer:
This website presents customers reviews though testimonial sections and external review platform links from the site. These review helps to build trust by showing past customers experiences. However, the website does not always clearly display dates on all testimonials, so it can be difficult to confirm how recent ever review is. External platforms are more likely to show regular update feedback (Cleaners of London, 2026).

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 website presents its services as high quality through clear descriptions of professional cleaners.it emphasis on reliability and customer satisfaction, easy booking and trust signals such as testimonials also support this image.
The service would be recommended for its convenience, wide range of cleaning and quick booking options, making it suitable for busy households needing dependable cleaner support (Cleaners of London, 2026).

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 website provides pricing through a booking system and online quotes rather than a fixed price list. This allows the cost to be adjusted to the customer’s specific needs although price is not immediately visible, this approach reflects the customised nature of the service. It suggests flexibility and can support perceived quality, as customers receive quotes based on the level of service required (Cleaners of London, 2026).

Section 4 – Searchability

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

- 1.Domestic cleaners London
- 2.Home cleaners London
3. London cleaning services

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

Answer:
when searching terms as “domestic cleaners London,” the cleaners of London website may appear within the top search results, although this can vary depending on location and personal search settings. Appearing in the top ten is important, as most users only view first-page results and higher rankings increase visibility and trust (JW Digital, 2026).

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 remain highly relevant in modern UK business as they act as a central platform for information, credibility and bookings. Even with the rise of social media, customers often rely on official websites, additionally UK data show high level of online engagement (Office for National Statistics, 2023). Even brands active on social media depends on websites to complete transactions and provide full-service details.

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 key recommendation for improving the Cleaners of London website is to add stronger trust signals directly within the booking forms, like customers review and guarantees. This is important because users often decide to continue or leave a form with a few seconds, research shows that visible credibility indicators improve conversion rates and user trust (Nielsen Norman Group, 2024).

Reference List

- Cleaners of London (2026). *House cleaning services London*. Available at: <https://www.cleanersoflondon.co.uk> (Accessed: 19 April 2026).
- JW Digital (2026). *SEO for cleaning companies London*. Available at: <https://jw-digital.co.uk> (Accessed: 19 April 2026).
- Office of National Statistics (2023). *Internet access- households and individuals*. Available at: <https://www.ons.gov.uk> (Accessed: 19 April 2026).
- Nielsen Norman Group (2024). *Trustworthiness in web Design*. Available at: <https://www.nngroup.com> (Accessed: 19 April 2026).