

LCLM4002_BIRM Digital Skills Task 3 Website Evaluation			
Student Number	2510376	Student Name	Claudius Tiberius Sava
Website Chosen	Cleaners of London		
Insert hyperlink to website	https://www.cleanersoflondon.co.uk		
Evaluation			
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 Cleaners of London website loaded quite quickly, within a few seconds it was up running, and I was able to access the website.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The answer is yes. The Cleaners of London website has several subpages where you can get information about the company itself, the services offered, prices, how to contact them or how you can book.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, can book online in 60 seconds. Very quick online booking for house cleaning services in London. Also, can find, can match you with professional cleaners for needs. There is also a wide range of services in the field of cleaning, different services.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The information's are clear, easy to find, can find the necessary information, maybe communicate with them directly, but on the website there are addresses, phone numbers, contact emails.			
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, simple and easy to follow. The description is clear, divided into sections, which is a good thing for everyone, being easy to understand and search for and find what they need.

There are no differences between a mobile phone and a computer; the page colours, borders, layout are the same as are the picture.

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

Answer: The website images are clear; the colour green predominates somewhat. Also, the colour of the framed borders is green, or a map shown for informative information. There are also a few pictures where the colours white and blue are combined, the images are also clear. As a conclusion, it looks clear, clean, simple and nice.

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 provides customers and consumers with various contact methods s: phone number, email address, online contact form, social media.

It is effective in that are different contact methods, you can get the information you need. I did not notice an online chat but there are other contact methods that are equally effective in terms of this type of business, and therefore everything that is needed can be solved quickly through the communication methods offered and, therefore they are effective in accordance with the required expectation.

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

Answer: Social media play a very important role in promoting companies, the services offered, and various details in the business where customers can quickly find necessary information about the services offered, quality, prices, feedback, etc.

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 information provided on the website is good. There is clear information about the contact methods and what services are offered. There is also transparency in prices on the website, which shows financial transparency in this area, and a lot of clear information from where you can choose what you need.

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

Answer:-The reviews section is valid, and customers can express their own opinion. Yes, it is reviewed regularly, reviews are received from consumers, and they are very good.

The company have a rate Excellent- 4.4 out of 5 stars.	
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 services provided by the company have a very high rate of quality offered for the services provided. It is described in detail, in sections what is offered and how the services are carried out, which claim to the highest standards.	
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, there is a special section for prices, where the costs for each customer requirement are displayed, for example, for deep cleaning, domestic cleaning, etc. And people can choose what they need.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Cleaning UK London
	2. Cleanliness London
	3. Cleaning services
Question 4b - When you type these words into google, does the company’s website appear in the top ten websites?	
Answer: Sometimes yes, sometimes you have to look for it, but it’s found quickly.	
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, the website remains very important for this type of business.	
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: In general, everything is very good, just the phone version should be simpler.	

Reference List

Cleaners of London, available at : <https://www.cleanersoflondon.co.uk>
(Accesed: 12 December 2025).