

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2514842	Student Name	Muhammed Mahee
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: This website loads extremely fast and only takes 1 click to get to the main page			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Website shows a sub heading for services and by clicking this it shows all the services provided by the website. To navigate this click the home page and on the top left you will see services, once hovered over it will show all services available to open.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, by scrolling all the down the main page you will see bookings once clicked you must fill put the in formation. You will get a confirmation email once your appointment is booked.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: An improvement that can be made for this website is to make it easier for clients to understand and make more simple for clients a to book and not fill out unnecessary information			
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 has a minimum aesthetic look which make it very friendly for everyone and does not complicate anyone, with a nice green and white look. There is t much difference between the mobile version or computer the only thing I would say is different is the layout.			
Question 2b - How does the website use imagery, video and colour?			
Answer: They keep it quite simple and joyful with using a green style, which could indicate it very friendly, the videos and images are extremely high quality and shows joyful people who work alongside the company.			

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: NO at the moment the website does not have online chat tool, this would not be effective because it does not give the user a specific question to answer too at a fast paste which they might have in mind to ask for the services they provide.	
Question 2d – How effective are the social media links on the website?	
Answer: They are very effective and easy to click and open furthermore up to date, the company also has up too 7 mainstream platforms which you could check put their services.	
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: On the website they have a subheading called services this lays put all the services provided with in the company, this is made clear on the website at you give over services and pick which is suitable for you.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: At the bottom or the page you will see reviews based on Reviews.io and this shows the most recent review which was 3 months ago (August 2025)	
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 presnts high quality by reviews and having a professional website which shows you what the company provided and all the details, Yes looking at the website I would highly recommend family and friends based on reviews and a well built website.	
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 for this company have been made simple and affordable for any one , the prize is fairly priced for the cheap but reasonable quality that is provided, with many choices to pick from and also giving you an option to get a quote based on what services you’d like.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Cleaning
	2. Home cleaning
	3. Deep cleaning
Question 4b - When you type these words into google, does the company’s website appear in the top ten websites?	

Answer: If you are based in London yes this website does shows up as the 5th choice on the SEO.

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 in London there is a high demand for cleaning streets and home this is because do the littering and trash that does not get taken care if enough, this is a major issue and having companies like this makes the environment and safety of others a high regard, this makes everything very easy and accessible for people by clicking a few buttons and having a high services at your door step.

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: 24 hour live chat would make this company very brilliant allowing quicker booking times and faster response times with clients. I suggest this Improvement for the company because it will get them more leads and high conversion rate in the company which would expand it rapidly for them self and make it much easier for clients.

Reference List

ZHUOYAN ZHONG

Good cleaning agent with good communication. The cleaning services makes my life easier (August 2025)