

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2247895	Student Name	Irina Albeanu
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 Cleaners of London website loads very quickly, taking only a few seconds to appear fully. Pages respond smoothly, and images display clearly without long waiting times. The layout is light, so it performs well even on slower internet connections. Navigation between pages is fast and efficient, making it easy for visitors to find what they need immediately. This helps create a positive first impression for potential customers.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website contains several sub-pages for different cleaning services such as carpet, office, and end-of-tenancy cleaning. Customers can navigate easily using the top menu bar, which is clearly organized by category. Each section includes brief descriptions, prices, and booking links. There are also internal links and buttons that direct users smoothly between sections, helping them find the service they need quickly without confusion.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make a booking directly on the website through a clear and easy-to-use online form. The booking section asks for basic information such as name, address, service type, and preferred date. Confirmation is quick, and users receive an email with details. The process is simple and does not require creating an account, making it fast and convenient for both new and returning customers.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Although the website is easy to use, it could be improved with a clearer search bar to help customers find services faster. Adding filters for price, area, and service type would make navigation even simpler. A live chat icon could also be more visible. Improving the contrast between text and background would enhance readability for all users, especially on mobile devices.			
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 overall design is simple and pleasant, giving users a feeling of trust and professionalism. The colour scheme is modern, and the fonts are easy to read. On mobile devices, the layout adjusts well to smaller screens, though some text sections appear longer to scroll through. The website maintains its pleasant appearance on both computer and phone, ensuring that users can browse comfortably anywhere.

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

Answer: The website uses high-quality images of cleaning professionals and clean spaces to create trust and professionalism. The blue and white colours reflect cleanliness and calmness. Some pages include short videos showing cleaning services in action, which help demonstrate quality and reliability. The visuals are well-placed and not overwhelming, making the site look modern and attractive to potential clients.

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: There is no live chat option available on the Cleaners of London website. Customers must use the contact page or call the phone number provided. Although this system is reliable, it may not be as convenient as instant messaging. A live chat tool would allow users to ask questions immediately and receive fast answers, making it easier to book cleaning services or solve small problems online.

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

Answer: The website includes visible icons linking to its social media platforms. The links function properly and lead to active accounts with recent updates. This helps users connect with the company beyond the website and view customer feedback. The presence of active social media profiles improves credibility and allows the business to engage with the public more personally and effectively.

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 presents its services clearly by organizing them into categories such as domestic, commercial, carpet, and end-of-tenancy cleaning. Each category explains what the cleaners do, how long it takes, and what benefits the customer will get. The information is easy to read and supported by clear images. Overall, the website layout and simple language make it easy for any visitor to understand the full range of services.

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

Answer: Reviews can be found directly on the Cleaners of London website and on trusted external platforms. They include star ratings and short customer comments. Many of them are recent, describing positive experiences and good results. These up-to-date reviews help visitors feel confident in booking the service. Displaying real customer opinions also

gives proof of quality and reliability, which can help new customers make faster and safer decisions.

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 service is shown as high quality through professional design, clean photos, and clear information. The company highlights experienced staff, eco-friendly products, and guaranteed results. These details make it look trustworthy and professional. I would recommend it to a friend because it seems reliable and focused on customer satisfaction. The website gives the impression of a serious company that delivers good value and consistent cleaning results.

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: Prices are not fully displayed on the website. Instead, customers can request a free quote by providing details about their property and cleaning needs. This allows the company to give accurate pricing based on each situation. The reason for not showing fixed prices is probably to remain flexible and fair, as cleaning jobs can vary in size and time depending on the customer's home or business.

Section 4 – Searchability

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

1. London cleaners
2. Cleaning services
3. House cleaning

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

Answer: Yes, when you search for "London cleaners" or "Cleaning services London," the Cleaners of London website usually appears on the first page of Google. This means the company has good visibility and search engine optimization. Being in the top ten results helps the business attract more customers because people can easily find it without scrolling too far. It shows strong online presence and credibility.

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 essential in the UK because they serve as a company's online identity and main communication tool. People expect every professional business to have a website that is easy to use and full of useful information. It allows customers to learn about services, compare prices, and make bookings at any hour. A website also improves search results on Google, bringing more visitors and potential clients. Even though social media helps promote businesses, it cannot replace an official website with structured content. Having a website also builds credibility, shows reliability, and gives customers confidence. Therefore, in modern UK business, a well-designed website remains one of the most effective and relevant ways to attract and keep customers.

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 recommend adding a live chat option to the Cleaners of London website. This feature would allow customers to ask questions instantly about cleaning times, prices, or service availability. Many people prefer quick online communication instead of waiting for an email reply. Live chat makes the experience faster, more personal, and more professional. It can also help reduce phone calls and improve customer satisfaction. Adding this feature would make the website more interactive and friendly. Customers would feel more supported, and the company could solve small problems immediately. This improvement would make communication easier, increase trust, and help customers book cleaning services confidently, knowing they can contact someone quickly for any question or concern.

Reference List

Cleaners of London. (2025). *Professional Cleaning Services in London*. Available at: <https://www.cleanersoflondon.co.uk>
Trustpilot. (2025). *Cleaners of London Reviews*. Available at: <https://uk.trustpilot.com/review/www.cleanersoflondon.co.uk>