

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2109915	Student Name	Sangida Tabassum
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 quickly and efficiently, especially on desktop browsers where images, text, and booking features appear almost instantly. On mobile devices, the site adapts well to smaller screens, maintaining clarity and usability. Key interactive elements, such as the postcode entry and instant pricing tool, become responsive within seconds. This fast performance enhances user experience, reduces frustration, and encourages visitors to complete their bookings (Cleaners of London, 2026).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the Cleaners of London website includes several sub-pages, each dedicated to a specific cleaning service such as End of Tenancy, Deep Cleaning, Domestic Cleaning, After Builders Cleaning, and Carpet and Upholstery Cleaning. Each page provides clear details about the service and its requirements. Additional pages include pricing, coverage areas, and contact information. Users can easily navigate using the top menu or homepage links, while clear headings help customers find services quickly and efficiently.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make a booking through the website easily. The process starts by entering a postcode to find available services in the area. Users then select the cleaning type, property size, and any extra services needed. An instant price estimate is shown before confirming the booking. This allows customers to customise their service and ensures transparency. The simple interface improves user satisfaction and helps reduce the chances of abandoned bookings (Cleaners of London, 2026).			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website is user-friendly, but some improvements could enhance usability. Adding a fixed search bar would help users find services more quickly. Clearer breadcrumb navigation would allow users to move between pages without returning to the homepage. Providing short guides for first-time visitors could reduce confusion. Currently, the site relies mainly on menus and buttons, so these improvements would make navigation easier, improve accessibility, and increase the chances of successful bookings (UK Government, 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 website looks clean and professional, using a simple layout, clear text, and high-quality images that reflect the company's services. On desktop screens, the pages appear spacious, making it easy to read detailed descriptions. On mobile devices, the layout adjusts automatically to maintain readability and image clarity. This responsiveness ensures a consistent experience across all devices. Overall, the design encourages users to explore services, build trust, and navigate the website comfortably (Cleaners of London, 2026).

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

Answer: Images are used effectively to showcase clean homes and professional cleaners, helping visitors visualise the service and set clear expectations. Video content is minimal, which avoids distractions and helps maintain fast loading speed. The colour scheme is calm and professional, improving readability while making key elements like booking buttons stand out. This consistent use of visuals supports brand identity and builds trust. Overall, imagery and colour create a professional and pleasant browsing experience (Forbes, 2020).

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: Currently, the website does not include a live chat tool. Users can contact the company through phone, email, or the booking form. Adding a live chat feature could provide instant responses to customer queries, especially for new users. It would improve engagement and reduce waiting time for answers. Automated chat with the option to speak to a human could balance convenience and support, helping customers feel more confident throughout their experience (Velaro, 2024).

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

Answer: Social media links are primarily located in the footer and may not be noticed by many visitors. Visible social media content, such as Instagram feeds or customer testimonials, could increase engagement and provide social proof. Active social media integration helps build trust, showcases customer satisfaction, and encourages repeat visits. Making social media links more prominent would strengthen brand presence and enhance the overall online experience for prospective customers.

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 website clearly presents services like regular cleaning, end-of-tenancy cleaning, and after-builders cleaning. Each service includes a brief, informative description outlining what is provided and who it suits. Customers can enter their postcode and property details to receive a price estimate, reducing uncertainty. This detailed information allows users to compare services and make informed choices. Overall, the clarity helps visitors understand the options and select a service that meets their needs (Omnia Retail, 2025).

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

Answer: Customer reviews are displayed on the homepage and service pages, including star ratings and comments. Some reviews link to external platforms for verification. Reviews include both positive and negative feedback, providing a balanced view. Most appear recent, allowing potential customers to see current experiences. Showing both types of feedback helps build credibility, encourages trust, and assists new users in evaluating the company's reliability before making a booking.	
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 company promotes high quality through trained and insured cleaners, satisfaction guarantees, and professional service descriptions. Images of tidy interiors and uniformed staff create trust. The website's organised layout and clear booking system reinforce professionalism. These factors make customers confident in using the service themselves or recommending it to friends and family. Highlighting expertise, reliability, and convenience conveys a high-quality experience to all users (Zendesk, 2025).	
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, the website provides transparent pricing through an online booking calculator. Customers enter their postcode, service type, and property size to receive an instant estimate. Clear pricing reduces uncertainty, builds trust, and allows users to understand the value of the service before booking. Transparent costs also encourage bookings because customers feel confident about what they will pay and are less likely to abandon the process mid-way.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Cleaning services London
	2. Tenancy end cleaning
	3. London professional cleaners
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes, the Cleaners of London website often appears on the first page of Google search results for these keywords. This high ranking demonstrates effective search engine optimisation (SEO) and strong online visibility. Being prominently visible helps customers locate the services quickly, enhances brand recognition, and boosts credibility. Overall, appearing in the top search results increases the company's competitiveness in the London cleaning services market, making it easier for potential clients to choose their services.	
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, websites continue to be essential for businesses in the UK, serving as the primary platform for customers to research services, compare options, and make bookings conveniently. For Cleaners of London, the website offers detailed information about each cleaning service, ensures fast loading times, and allows customers to complete bookings	

online without needing to contact the company directly. Even in an age of social media, the website remains the most reliable source of accurate information. Its professional appearance, clear layout, responsive design, and interactive features such as price calculators and booking forms enhance user experience. Overall, the website is vital for customer engagement, building brand credibility, and supporting the company's business growth in a competitive market.

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 : A key recommendation to improve the Cleaners of London website is to introduce a live chat feature. This would allow customers to ask questions and receive immediate responses while browsing the site, providing real-time support and reducing uncertainty about services, pricing, or the booking process. Live chat is particularly helpful for first-time visitors who may not be familiar with the company's offerings. Combined with existing contact options, such as email and phone, it would make the website more interactive, responsive, and user-friendly. Overall, adding live chat would improve customer convenience, increase engagement, encourage more bookings, enhance satisfaction, and strengthen the company's reputation as a professional, reliable, and customer-focused cleaning service (Chron, 2026).

Reference List

Cleaners of London (2026) *Cleaners of London*. Available at: <https://cleanersoflondon.com/> (Accessed: 10 March 2026).
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Forbes (2020) *The importance of website design and visuals*. Available at: <https://www.forbes.com/> (Accessed: 10 March 2026).
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