

LCLM4002_BIRM Digital Skills Task 3

Website Evaluation

Student Number	2522945
Student Name	Getenet Lemma
Website Chosen	Cleaners of London
Hyperlink	https://www.cleanersoflondon.co.uk

Section 1 – Usability

Question 1a - How quickly and easily does the website load?

Answer: The website loads efficiently and quickly on both desktop and mobile devices. The home page uses a clean layout with optimized images, ensuring that the primary "Book Now" and service options appear almost instantly. This fast load time is critical for a service-based business where customers often seek quick solutions and immediate price estimates without waiting for heavy media files to buffer.

Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer: The website is well-structured with dedicated sub-pages for various services like "End of Tenancy," "Regular Cleaning," and "Carpet Cleaning." Navigation is straightforward via a sticky header menu on desktop and a "hamburger" menu on mobile. Prospective customers can also navigate through clear "Call to Action" (CTA) buttons in the mid-section of the homepage, which lead directly to specific service descriptions and the online booking funnel.

Question 1c - Can a customer make a booking via the webpage?

Answer: Yes, the website features a highly integrated "Smart Booking System." Customers can select their service, input property details (number of bedrooms/bathrooms), and receive an instant fixed-price quote. The process is designed to be completed in under 60 seconds, allowing users to secure a vetted cleaner and schedule a time slot directly through the site without needing to make a phone call or wait for an email response.

Question 1d - What improvements could be made to the usability of the website?

Answer: While the booking system is excellent, usability could be improved by adding a visible "Search" bar to help users quickly find specific niche services or blog advice. Additionally, incorporating a "Frequently Asked Questions" (FAQ) section directly on the booking page rather than just the footer would help resolve user doubts during the checkout process, reducing potential bounce rates and improving the overall user journey.

Section 2 – Pleasure – Customer Experience

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 professional, modern, and trustworthy aesthetic using a "hero" image of a luxury property to signify quality. On a computer, the layout is spacious with horizontal navigation. On a mobile phone, the site is fully responsive, the menu collapses into an icon, and content blocks stack vertically. This ensures that buttons remain large enough to tap easily, maintaining a high-quality user experience across all devices.

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

Answer: The site uses a professional colour palette of blue and white, which evokes feelings of cleanliness and reliability. Imagery focuses on high-end London interiors and "before and after" vibes, emphasizing the premium nature of the service. While it lacks heavy video content likely to maintain fast load speeds the high-resolution photography effectively communicates the brand's attention to detail and its target market of luxury properties and well-maintained homes.

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 prioritizes its automated booking system over a traditional live chat bubble. While there isn't a prominent 24/7 "pop-up" chat, they offer a clear phone number and contact forms. This is effective because the booking tool itself acts as an interactive enquiry system, providing instant answers regarding price and availability. However, a live chat could further assist customers with unique, non-standard cleaning requests.

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

Answer: The website includes links to social media platforms located in the footer. These links are effective for building "social proof" and allowing customers to see the company's active community and past work. However, their placement is somewhat

secondary to the booking CTA. To be more effective, integrating a live Instagram feed showing real-time cleaning results could further enhance trust and visual engagement for new visitors.

Section 3 – Perceived Value

Question 3a - How are the services offered by the company made clear to customers?

Answer: Services are clearly categorized on the homepage using distinct icons and bold headings (e.g., "Deep Cleaning," "After Builders"). Each service has a "View" button leading to a page that lists exactly what is included in the clean. By providing a "checklist" for each service, the company ensures customers know exactly what they are paying for, removing ambiguity and clearly defining the value proposition from the start.

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

Answer: The website prominently displays its "Excellent" 4.5/5 Trustpilot rating on the homepage. According to Trustpilot (2026), the company maintains high sentiment with over 14,000 customers. By linking directly to third-party review sites, the company provides transparency. These reviews are regularly updated, showing recent feedback from early 2026, which reassures prospective clients that the service remains consistent, reliable, and active in the current market.

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: Quality is signalled through mentions of cleaning luxury properties and a 7-day satisfaction guarantee. I would recommend this service because of the "vetted and insured" status of the cleaners, which provides peace of mind. The convenience of the 60-second booking and the "pay after your clean" policy also adds a layer of consumer protection that makes it a low-risk, high-quality choice for busy professionals.

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, pricing is exceptionally transparent. The site lists "Starting from" rates and provides a "Get Instant Price" tool. These prices reflect the premium London market, aligning with the "high quality" branding. By offering fixed prices upfront rather than "estimates," the company builds immediate trust and positions itself as a professional, organized alternative to independent cleaners who may have inconsistent rates.

Section 4 – Searchability

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

1. **Cleaners**
2. **London**
3. **Domestic**

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

Answer: Yes. "Cleaners of London" is a highly optimized brand name that matches common search queries. Due to their strong Search Engine Optimization (SEO) and established history, they typically appear on the first page of Google results for London-based cleaning searches, often appearing alongside major competitors and local service directories.

Section 5 – Reflection and conclusion

Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.

Answer: Absolutely. While social media is vital for brand discovery, a website remains the primary "trust anchor" for UK businesses. For a service like Cleaners of London (2026), a website is essential for handling complex functions that social media cannot easily manage, such as secure payment processing, real-time booking calendars, and detailed service checklists. Furthermore, a professional website provides a sense of legitimacy; customers are more likely to trust a business with their home keys if they have a dedicated digital headquarters. In the UK market, where consumer rights and insurance are highly valued, a website serves as the official platform for displaying legal terms, satisfaction guarantees, and formal contact information.

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 "Meet the Team" or "Our Vetting Process" video on the homepage. While the site is professional, it feels somewhat impersonal. Since cleaning is a high-trust service involving strangers entering a private home, seeing the faces of the management or a short video explaining the rigorous 4-step vetting process (ID checks, interviews, etc.) would humanize the brand. This would bridge the emotional gap between a "digital booking" and a "physical service," making potential customers

feel significantly more comfortable and personally connected to the company before the cleaner even arrives.

Reference List

Cleaners of London (2026) *Professional House Cleaning Services London*. Available at: <https://www.cleanersoflondon.co.uk/> (Accessed: 6 April 2026).

Trustpilot (2026) *Cleaners of London Reviews*. Available at: <https://www.trustpilot.com/review/cleanersoflondon.co.uk> (Accessed: 6 April 2026).