

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2505198	Student Name	Alfi Rahman
Website Chosen	Cleaners of London		
Insert hyperlink to website	https://www.cleanersoflondon.co.uk		
<u>Evaluationwh</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 website Cleaners of London load in 2 to 3 seconds and according to (Sematext, n.d.), the optimal website load time this is acceptable and the website it's very easily to find on google.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website has multiple pages for different services (end of tenancy cleaning, deep cleaning, carpet cleaning), FAQs, contact information, area-specific pages and more. Customers navigate it via the top menu with "Book Now" or "Get a Quote" buttons on each page. The website is designed to help users select a service and book it online effortlessly.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can book a cleaning service directly on the Cleaners of London website. Most pages also have a "Book Now" or "Get a Quote" button. Upon clicking, users are redirected to a booking form where they can: Enter their postcode and contact details. Choose the type of cleaning service. Do you want to set a date, time and frequency? Confirm and pay			
Question 1d - What improvements could be made to the usability of the website?			
Answer: We could make the menu simpler and add a search feature. Clearer prices and examples. Make the "Book Now" button bigger and easier to find. Improving how the website looks and works on smartphones. Adding a live chat feature for quick assistance. Show more reviews and photos to build trust.			

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, modern and pleasant. Good colours, clear images and easy to read text. On a computer, the site layout is wide, large images are used for better illustration and navigation tabs are accessed at the top of the page. On a mobile phone, the site becomes narrower, the menu turns into a small “hamburger” button and sections are stacked on top of each other. Everything is still nice and tidy, but you have to scroll more on the mobile version. Overall, both versions look professional.	
Question 2b - How does the website use imagery, video and colour?	
Answer: To build trust and a sense of quality, the website features clear, bright images of neat homes, expert cleaners, and aesthetically pleasing spaces. High-resolution images are frequently used to break up text. The color scheme, which primarily consists of white, light blue, and green, conveys a serene, polished, and hygienic vibe. Since there aren't any noteworthy videos, the visuals are primarily pictures. Overall, the site appears dependable, clean, and modern thanks to the color and imagery.	
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 doesn't offer an online chat feature. The website lacks a chat box or any pop-up feature for instant messaging. Their only options for getting in touch are a contact form, a phone number, and an email address. However, it's a decent system, though not exactly instantaneous. You can submit detailed questions via the contact form, phone, or email, and they do claim to respond promptly. The absence of live chat means you won't get immediate, interactive answers, which could slow things down. In short, it functions well, but it's not as fast or user-friendly as a proper chat interface.	
Question 2d – How effective are the social media links on the website?	
Answer: The website's social media links are ineffective because they are either difficult to locate or do not function properly. It is challenging to follow the business or monitor its activity because users find it difficult to click through to their social media pages, this information is evaluated from the Website of Trustpilot and checked their opinions and comments.	
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 uses short descriptions, well-structured sections, and straightforward headings to make its services obvious. Every service, including deep cleaning, end-of-tenancy cleaning, and routine cleaning, has its own page. These pages have pictures, bullet points, and concise descriptions of the contents. Customers can easily locate what	

they need thanks to the homepage's quick links and highlights of popular services. The services are generally easy to understand due to the wording and layout.

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

Answer:

The business links to a Trustpilot profile with numerous ratings, and customer reviews can be found on a special "Reviews" page on the website. While Trustpilot contains complete, up-to-date reviews and an overall star rating, the website only displays a selection of testimonials. Freshness is evident in Trustpilot entries, which display recent posts, while in-site testimonials are typically undated. Before making a reservation or using their services, use in-site quotes as instant recommendations and look for thorough, timestamped reviews on Trustpilot to determine their dependability.

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 looks high quality thanks to professional images, clear descriptions, customer reviews, and strong statements about trained, vetted, and insured cleaners. They also emphasize guarantees, quick booking, and experience, which helps build trust. I would use or recommend the company because they seem reliable, provide various cleaning services, have positive reviews, and make booking simple. Their professional presentation indicates good standards, making them a safe choice for home cleaning needs.

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:

Their "Prices" page lists hourly rates: regular domestic cleaning from £20 per hour, deep cleaning from £25 per hour, and one-off clean from £22 per hour. End-of-tenancy cleaning prices are also available, starting from £230 for a studio flat. They include cleaning materials in some services, and optional detergents are clearly priced. Their rates are on the higher end for London, which reflects their commitment to vetted, insured cleaners, a satisfaction guarantee, and professional service. The clear pricing also builds trust: you can see exactly what you might pay.

Section 4 – Searchability

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

1.London

2.House

3. Cleaners

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

Answer:

I searched for the keywords "London house cleaners." I found the Cleaners of London website among the top ten results on Google.

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 are still important in modern UK business. Even with the popularity of social media, customers depend on websites for reliable, detailed information. A website serves as the company's official online presence, displaying services, prices, reviews, contact details, and booking options all in one place. It also helps businesses appear in Google searches, which is how most people find services in the UK. A professional website builds trust, makes a business look established, and lets customers check information at any time. Websites also ease the workload for staff by offering FAQs, online forms, and automated booking systems. Overall, websites remain a crucial tool for visibility, trust, and customer convenience in today's digital business world.

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:

If I could make one key recommendation to improve the company's website, I would suggest adding a **live chat tool**. This feature would let customers ask questions right away, get quick help, and receive support while they browse or book a service. Currently, the website provides only a contact form, email, and phone number. This setup can cause delays and may not meet the needs of customers who want fast communication. A live chat tool would make the website feel more modern and user-friendly, especially for those seeking immediate answers about pricing, availability, or specific cleaning needs. It would also help the business build trust, reduce drop-offs, and possibly increase bookings by offering real-time assistance at important decision points.

Reference List

Sematext (n.d.). *What Is Page Load Time on a Website and Why It Matters*. [online] Sematext. Available at: <https://sematext.com/glossary/page-load-time/>.