

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2507999	Student Name	GEM BARACAO REGACHO
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 website load of Cleaners of London is fast in a way that just by putting their company name. Where they are one of the legitimate company operating here in UK. It is easy to see and explore their website in just second. Because they are one of the top companies that are highly recommended by the website cleaners in London.. Cleaners of London are one of the top list of sponsored house cleaners in London and it has a domain name.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The Cleaners of London website contains many sub-pages. A prospective customer can navigate through their site and every details you want to know can be found in their USEFUL LINK has home, about us, contact us, prices, areas we cover, reviews, blog, book online, request a quote FAQ's and become a cleaner. They have Ours services that's includes what kind of service you are looking for. And most important they company details where you can check their address, contact number, email address and their website.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes a customer can book on the Book a service webpage And just fill up the following questions. From what type of cleaning do you need, customise their service, optional extras, when should they arrived, additional notes or special requests, will you have a parking for them , your contact information will be needed, your home, and if you have discount you can enter your discount code and apply it, your payments details then at the bottom you can book now.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: According to my experienced of visiting their website and explored it.in my own opinion ,there is no more improvement that can be done to make it usable. Because of their fast and well-organized website, it is usable and accurate to every customers.it is a quick and reliable to visit their website. There's nothing more can be added on their website. They all			
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 appearance of the Cleaners of London webpage is pleasant. Because it is well organized and reliable. Has the right expression of every question of a customer that can be enticed to try their service. When it comes to the differences between a mobile phone and a computer the appearance is exactly the same and there is no evidence that shows of differences. The advertising and marketing strategies on their webpage look is an good example of good quality.

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

Answer: Their website for Cleaners of London it has images but no videos. they only have videos on Facebook page. On their website you can see the building , a woman on her bed with a green plants background, pictures taken while their staff are cleaning , a map of where they can provide services. They choose green colour that will reflect on the website cleaners of London

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: In my research they don't use a chat too. However you can only call them on their telephone company number that been stated for inquiry.to answers all questions you may find it immediately on the sub-pages of the cleaners of London website they make this format for them to make it easier for their customer to inquire . Or you may call their company contact number for more inquiries and better communication. They can also be contact on their email, they also have their company address if you want to enquire in person

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

Answer: Social media is a big influence for their website. It is a good way to advertise to family members and closes friends and friends of friends. They can also post on social media everything that happens on their website. Those services they have been done to their customers showing by images and video's it's a great help of their website to bring to people what was their website do. One way of effective marketing and advertising their business using social media where all people using it.

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 services that the company clearly offers for their customers are the following: DEEP CLEANING, it's a intensive one-off cleaning, from £25 per hour that includes cleaning materials, provide hoover and mop with a minimum of 4 hours service. DOMESTIC CLEANING it's a regular home cleaning and charge from £20 per hour.an offer of weekly & fortnightly rates, they send same cleaner every time they need a service and when the cleaner is ill they will send another cleaner to cover. And the last service they offered is END OF TENANCY and it's a move-out deep clean they charge from £230 per service. Has a guarantee deposit back,7-days guarantee included and free re-clean if any issues .

Question 3b - How are customer reviews made available? Are these up to date?	
Answer: They have created a method to make every review available. They created their Trustpilot rating where you can update the reviews from the customers who has tried their services. They have recieved 292 reviews ,how the Trustpilot labels reviews. A result of their trust rating is that they have a 4.4 excellent rate star overall reviews. 77% of 5-star rate, 4% on the 4-star rate, 2% on both 3-star and 2-star rate, and last 15% on 1-star rate. Their Trustpilot rating is updated as of last review was dated 27 of Nov of this year.	
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: Cleaners of London services has a high quality service to present. They have a high standards in the quality of workmanship. They provide services to all those who need it from cleaning residentials , office buildings, to commercial properties they can provide services in just one call. They have a competitive prices that are sure to meet the standard of the client. They offered house cleaning from greater London area including all London boroughs and anywhere within M25.	
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 prices are made for the customer's and each price reflects the quality of their service presented and to be done for their customers. Cleaners of London was chosen as a stable and reliable company and one of the high quality. Because of a transparent provision of information for their customers. Each price they stated on their website has accuracy and detailed. They are one of the top listed cleaning company.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1.Cleaners
	2.of
	3. london
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: yes	
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 this websites is still relevant to modern business in the UK. Because nowadays we are in modern technology. It is easier to reach prospective customers. The websites shows all the details of their services that they provide. And a modern introduction to a business here in the UK. Websites is a great help in modern way of doing business here in UK. It is just like people who do not have time to clean and tidy up their house, Websites is a great help for people who are busy and have their top priorities to do than making and do things in their households. And even for the elderly and those with disabilities, it is a great help for them in a group where their action is limited. Where they only rely on websites to do their daily lives. Website is a user friendly that modern businesses are using	

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 were to make a recommendation on how to improved the website I choose, It would be cleaners of London. The things that I saw was limited images and no videos in their services that they have been done. They need to upload more images and videos that can attract to their prospective customers. I found it that there is no evidence of video's on their workers that they are giving their standard service that needed to provide to their customers. And I will recommend to them that they need to provide chat tools that is more convenient to every customers. Chat tools like whassup they can still be use. To immediately check if customer inquiry is reliable. Chat tools that every person are using it

Reference List

Ganiyu, A.A., Mishra, A., Elijah, J., & Gana, U. M. (2017). The importance of usability of a website. IUP Jornal of Information Technology, 13(3), 27-35.