

LCLM4002_LON Digital Skills Task 3			
Website Evaluation			
Student Number	2511420	Student Name	Cafaro Renato
Website Chosen	https://www.cleanersoflondon.co.uk		
Insert hyperlink to website	Cleaners of London		
Evaluation			
Section 1 – Usability (75 words maximum for each answer)			
Question 1a - How quickly and easily does the website load?			
Answer - The website loads quickly, the “ping” responsiveness suggests stable connection. Word as” professional Cleaning” and “Expert Cleaners” capture attention inside the clean homepage presented with an image of a female relaxing. This creates a first positive impression for customers looking for cleaning service. The first interaction with an online e-commerce can often lead to establish longer business relationship between clients and e-commerce and their deals (Demangeot & Broderick, 2016).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer - Yes, the website homepage contains a top navigation bar with many sub-pages as Services, Prices, About Us and Contact Us. Each pages uses a linear scrolling to present information such scores reviews, detailed cleaning services, areas covered and FAQs. The structure of the webpages helps customers move easily between sections and find quickly services, information, contact, prices, forms and details. Other sub-pages are accessible only from the footer section.			
Question 1c - Can a customer make a booking via the webpage?			
Answer - Yes, customers can make a booking in any moments they are visiting the website. A “Book a service” button is placed on the right-hand side of the top navigation bar, always active in each sub-page, and in many ends of page sections. In many other areas buttons appears like “Book Now – Pay Once We’re Done!”, “Get Matched with Your Cleaner” or “See Price & Availability” leading as well to the Booking form.			
Question 1d - What improvements could be made to the usability of the website?			
Answer - The website could improve usability. Many buttons such “Still Have Question? Get in Touch!” leads clients in the Quote page instead of Contact Us tabs. On Deep cleaning service page “Meet Our Team” also keep misleading customers in the Booking form. A search bar is available inside the Blog page accessible from the footer section. Link buttons to the right page and move the search bar on the homepage would improve usability of the website.			
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 webpage looks clean and modern; the colours contrast, structure and clear images help customers read and understand the information provided. The main differences from mobile phone and computer versions are the top navigation bar, which use a drop-down menu hiding inside the headings of the sub-pages, and does not show the Booking buttons, furthermore on mobile phone the scrolling feels almost endless due smaller display size.			
Question 2b - How does the website use imagery, video and colour?			

Answer - The website uses clear and professional images about cleaning service and results, which help clients understand the services offered. The green colour against the white background highlights the main functions and areas of the website. According to Jongmans et. Al (2022), visual details and a functional navigation can reach customers' needs improving their satisfaction. The website does not use video, them are not functional as much as a task list for cleaning services.	
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 does not support an online chat tool, and customers can enquiries through the Quote Form or using the contact details provided in Contact Us page. A Live chat can give faster replies without postponing any booking process. However, on footer page is possible access in FAQs sections with the most common issue raised and resolved, in Reviews page of the website and in a Blog page with other information.	
Question 2d - How effective are the social media links on the website?	
Answer - The website includes social media links as Facebook, Twitter, Instagram, YouTube, LinkedIn, TikTok and Pinterest. However, the links are placed on the footer page, them are not noticeable and can be missed or reached only after a long scrolling. This reduces customers engagement and online interactions with the company. Instead, the website could benefit from sharing cleaning results across multiple social platforms increasing also visibility.	
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 offered are presented clear on separate pages. The different types of cleaning explained in detail help customers choose the right option. Each service sub-page links to the booking and quote form, contact details and Trustpilot reviews. Guarantees as 7-day free re-clean if not satisfied with the result of the end of tenancy and other cleaning being certified increase transparency and reliability. The company promote also experience, trained teams and insurances.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer - The customers reviews are available on Reviews page accessible from the footer page. The comments are positive but do not show time and date, the pinned review is dated August 2023. An excellent rate score of 4.4 based on about 280 reviews is visible on homepage. The score is also a link leading the clients on Trustpilot where reviews are up to date and include negative ones replied from the company improving customer service quality.	
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 website is presented as medium quality. It has good structure, smart photos and the information needed for to choose the right service. However, domestic cleaning service are not available in the booking form, reviews page and social media links are accessible only from the footer section and many extra services are exclusively listed in the booking form. I would not recommend the website; it lacks accuracy reflecting on the cleaning company the same idea.	
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 - The prices on the website are made clear to customers as all procedures that will be followed during the cleaning. Prices are reflecting the quality of the services shown however some fees as deposit are not explained. Many extra services as curtains, balconies and steam cleaning are available only inside the booking form. After selected the right option, on the right-hand side will be possible visualize a booking summary with the total amount.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Deep
	2. Cleaning
	3. London

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

Answer -Yes, the website appears in top ten with a web result leading to the Deep Cleaning 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 - The website chosen have relevance in modern UK business. Cleaning is scheduled part in every day of our life, from students' home cleaning to professional workplaces cleaning. The constant presence of this task often leads people to seek out for quickly and reliable solution. Digital platforms allow the population to discover, access and compare services more easily. Reviews, images, videos, links and details support and improve decision-making while digital tools make easier contacts, bookings and management. All these aspects shape the meaning of modernity for an UK business; Cleaners of London reflect this definition on their website promoting professional and reliable solutions demonstrating why it is maintaining strong relevance.

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 - My main recommendation is to improve and promote the use of social platforms. The links are hidden in the footer; a top page position for the social media links would enhance usability and searchability by giving costumers faster access to reviews and company updates in real time. Social media allow users to "instantly generate and share information with the public" (NFI, 2022). Social media interaction would increase also perceived value posting online cleaning photos before and after procedures, making the services more transparent adding reliability to the company and building customers' trust. The current quantity of social media platforms online underlines furthermore the importance of using digital tools that will help Cleaner of London stand out from the competitive market.

Reference List

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