

EXECUTIVE BRIEF

Verify and clarify plan costs and activation terms

Simulated buyers understood the two plans but could not confidently resolve billing cadence, feature coverage, or free-use boundaries. The captured toggle, flattened comparison table, and unopened FAQs prevent a firm judgment about the live page.

Decision: Which plan covers our scheduling needs, what will our team pay, and what happens when we activate or cancel?

FIRST MOVE

Inspect both rendered billing states, the complete comparison table, and expanded pricing FAQs first. If answers already exist, fix their extraction or navigation. Otherwise, add a compact plan-selection section beside the pricing cards covering verified billing cadence, billable users, activation, cancellation, refund terms, and practical examples of Premium's listed extras.

[Open the complete work instructions](#)

BUYER QUESTION

Which plan covers our scheduling needs, what will our team pay, and what happens when we activate or cancel?

Proposed response to the retained simulated buyer reaction.

PUBLIC PAGE EXCERPT

Kick the tires for free and only upgrade when you're ready to activate.

savvyca.com/pricing

Why start here?

For an independent professional or small team comparing familiar schedulers, plan eligibility and cost frame the shortlist before a detailed setup comparison. This also resolves a demonstrated ambiguity in how the supplied prices were interpreted.

What would change the first move?

Complete the rendered-page verification before commissioning copy. Move privacy verification first when data-handling requirements determine eligibility. Confirm owner capacity and timing before scheduling publication.

Use the following action briefs to agree ownership and inputs. The complete findings and Standard follow the working plan.

ARTIFACTS

[Open live result](#)

[Download answerworthy.md](#)

Review the retained work.

What this is

This working review contains the retained Standard findings and completed research. Plan preparation and release review remain open.

Why it matters

A business can be excluded before a visit, enquiry or purchase when its public case is difficult to encounter, explain, trust or defend against realistic alternatives.

How to use this result

Use the supported Standard findings within their stated scope. Answerworthy must finish and review the marketing preparation before delivering the complete Plan. The retained file preserves the evidence for that continuation.

Preparation status: awaiting completion and release review. Your business controls publication and implementation.

ROUTE THROUGH THIS RESULT

01Executive Brief - [Direction and the first move](#)

02Action briefs - [What to approve, prepare and change first](#)

03Decision context and alternatives - [The choice set for this run](#)

04Outside-buyer evidence - [Synthetic decision-panel evidence](#)

05Verification and artifacts - [Evidence links and re-test boundary](#)

06Scope and Standard State - [What the public evidence establishes](#)

07Complete Standard Actions - [All supported open-Standard work](#)

Verify and clarify plan costs and activation terms

Which plan covers our scheduling needs, what will our team pay, and what happens when we activate or cancel?

Simulated buyers understood the two plans but could not confidently resolve billing cadence, feature coverage, or free-use boundaries. The captured toggle, flattened comparison table, and unopened FAQs prevent a firm judgment about the live page.

SUPPORTING PUBLIC EXCERPTS

Kick the tires for free and only upgrade when you're ready to activate. / Custom domains Delegate to an assistant Paid bookings / How does company billing work?

savvyca.com/pricing

Proposed change

Inspect both rendered billing states, the complete comparison table, and expanded pricing FAQs first. If answers already exist, fix their extraction or navigation. Otherwise, add a compact plan-selection section beside the pricing cards covering verified billing cadence, billable users, activation, cancellation, refund terms, and practical examples of Premium's listed extras.

Destination savvyca.com/pricing

Approve and prepare

Pricing owner, with billing support approval of commercial terms.

- Complete rendered pricing states, table cells, and FAQ answers.
- Confirmed billing, activation, cancellation, and refund rules.
- Buyer team size and required features for any worked cost example.

Verification may resolve this through extraction or navigation changes; new commercial copy depends on confirmed terms.

Why this order?

For an independent professional or small team comparing familiar schedulers, plan eligibility and cost frame the shortlist before a detailed setup comparison. This also resolves a demonstrated ambiguity in how the supplied prices were interpreted.

Change the order when

- Complete the rendered-page verification before commissioning copy.
- Move privacy verification first when data-handling requirements determine eligibility.
- Confirm owner capacity and timing before scheduling publication.

Implementation is complete when

- Both billing states explicitly identify their charge basis.
- Plan coverage remains understandable without relying on visual markers alone.
- Activation, cancellation, and refund answers are directly reachable from the pricing cards.

Then test whether it helps

- Observe whether later simulated buyers can identify the appropriate plan and billing basis without guessing.
- Track remaining questions about free use and cancellation separately from purchase behavior.

ACTION BRIEF / PROPOSED WORK

Show one complete small-team booking setup

What must we configure, and what will a client experience before we replace our existing scheduling process?

The feature and integration descriptions establish capabilities, but simulated buyers still could not assess setup, recipient effort, or switching work from the supplied pages.

SUPPORTING PUBLIC EXCERPTS

Our links gracefully elevate from one-on-one mode to as-complex-as-you-need mode, in a few clicks.

savvyca.com/features

Recipients can even overlay their calendar on top of your link to spot ideal times at a glance!

savvyca.com/

Create events on your Google Calendar and check for times when you are busy.

savvyca.com/integrations-directory

Proposed change

Add a linked, annotated walkthrough in the Team Scheduling section of the features page. Show one verified small-team client meeting from calendar connection and availability settings through publishing a link and recipient booking, including optional calendar overlay. Identify required permissions, plan dependencies, and which existing booking settings or links must be recreated. Check existing linked documentation first and reuse it where it answers these steps.

Destination savvyca.com/features

Approve and prepare

Product owner, with support review of setup and switching instructions.

- A product-verified example using a supported calendar and a defined team mode.
- Confirmed permissions, recipient requirements, and plan dependencies.
- Existing setup documentation and verified switching limitations.
- Owner choice of the small-team workflow to demonstrate.

Requires a verified demonstration and annotated capture; scope depends on available documentation and product access.

Why this order?

This follows plan clarification because it helps an eligible small team compare actual work and recipient experience against its current method. It is more directly supported than a broad superiority comparison or a new customer-proof campaign.

Change the order when

- Move this ahead of pricing work when the buyer already accepts the verified cost and switching effort is the remaining obstacle.
- Reuse an existing walkthrough if the linked documentation already covers the flow.
- Confirm production capacity and access to a demonstration account.

Implementation is complete when

- The walkthrough shows organizer setup and recipient booking for the same example.
- Required and optional steps, permissions, and plan dependencies are explicit.
- Switching instructions distinguish verified capabilities from manual work.

Then test whether it helps

- Observe whether buyers can explain the setup steps and recipient experience after viewing it.
- Record unresolved switching questions; treat any effect on shortlist preference as a hypothesis.

ACTION BRIEF / PROPOSED WORK

Verify the complete privacy and provider path

Where does our data go, which providers receive it, and what happens after account closure?

The supplied privacy notice explains core practices but ends during international transfers and references a provider list that was not supplied. Buyers also asked about deletion and backups. These are unresolved evidence boundaries, not established omissions from the live site.

Data processors (see the list of providers we use) / Our application and database servers are located in the United States. / We do not store any details about your calendar events.

savvyca.com/privacy

Proposed change

Inspect the full rendered notice and linked provider list, DPA, and relevant terms first. If they answer the questions, repair capture or make those destinations easier to reach. Only for remaining gaps, add a short linked data-handling summary near the notice's opening covering calendar queries, account and payment data, providers, international transfers, and deletion or backup handling, with links to the governing text.

Destination savvyca.com/privacy

Approve and prepare

Privacy or legal owner, with engineering verification of operational statements.

- Complete notice, referenced provider list, DPA, and relevant terms.
- Current confirmation of data flows, transfer provisions, and account-deletion and backup handling.
- The buyer's actual data requirements and approval constraints.

May require only capture or navigation repair; substantive additions depend on legal and engineering verification.

Why this order?

This follows cost and workflow for the declared general small-team shortlist. It becomes the first task when international data handling or procurement requirements can rule out adoption.

Change the order when

- Verify the complete sources before proposing additional policy content.
- Do not imply certification or suitability for sensitive-data workflows.
- Confirm the responsible approver and review capacity before committing to publication.

Implementation is complete when

- The complete international-transfer section and provider list are accessible and captured.
- Any added summary matches approved policy and distinguishes calendar data from other retained records.
- Deletion and backup statements link to verified governing details.

Then test whether it helps

- Observe whether later buyers can locate provider, transfer, and deletion answers.
- Separate remaining procurement requirements from document-navigation problems.

INTERVENTION / NOW

Create one reference-worthy evidence asset

External mentions are easier to earn when the business contributes something specific that publishers, partners and communities can verify and reuse.

Do: Package one strong first-party asset around the most valuable buyer question: a named case, benchmark, dataset, teardown, calculator, workflow template or measured implementation result. Give it a stable URL, transparent method, date, scope, limitations and quotable findings.

Complete when: The asset is live at a stable URL, a skeptical reader can inspect how its consequential claims were produced and it is useful enough to cite independently of the product pitch.

Deliverable

One canonical, attributable evidence asset with a method note, reusable material and clear citation path.

Prerequisites to confirm

- Choose a claim the business can substantiate
- Obtain permission for customer-identifying material

What to prepare

- Named source or owner
- Dated method and sample
- Specific facts or figures
- Limitations
- Reusable chart, table, template or dataset
- Stable canonical URL

Verify after delivery

- Earned links
- Unlinked mentions
- Search and AI-source appearances
- Qualified referral traffic

Estimated effort: large

Execution boundary: Do not turn anecdotal or fictional material into outcome proof. Keep first-party evidence, interpretation and illustration visibly separate.

Retained source: Not evaluated

Public page: FeaturesPricingWhat's NewLoginSign upThe fresh way to find a time to meet.You'll love it for the flexible controls to keep your calendar sane. They'll love it for the ultra-convenient booking experience.Try SavvyCal risk-freeJoin over 2,000 happy customersScheduling ExperienceLeave a lasting impressionYou can feel confident sending a SavvyCal link. We've replaced the inefficient "click-a-day then click-a-time" interface with a gorgeous, high-fidelity week view. Recipients can even overlay their calendar on top of your link to spot ideal times at a glance!BrandingAdjust the colors, banner image, and avatar that appear on your links to match your unique style.Custom DomainsHost your scheduling
savvykal.com/

Public page: FeaturesPricingWhat's NewLoginSign upThe fresh way to find a time to meet.You'll love it for the flexible controls to keep your calendar sane. They'll love it for the ultra-convenient booking experience.Try SavvyCal risk-freeJoin over 2,000 happy customersScheduling ExperienceLeave a lasting impressionYou can feel confident sending a SavvyCal link. We've replaced the inefficient "click-a-day then click-a-time" interface with a gorgeous, high-fidelity week view. Recipients can even overlay their calendar on top of your link to spot ideal times at a glance!BrandingAdjust the colors, banner image, and avatar that appear on your links to match your unique style.Custom DomainsHost your scheduling
savvykal.com/

Public page: quantifiedClaimCount=0
savvykal.com/

Retained source: Not evaluated

Public page: quantified=0; sourced=0; dated=0
savvykal.com/

INTERVENTION / NEXT

Make every priority surface easy to discover and refresh

The site exposes a sitemap; the remaining need is a repeatable publication and refresh process.

Do: Keep the XML sitemap canonical and current, add meaningful internal links, notify Bing-compatible engines through IndexNow after substantive changes and verify Google/Bing indexing before calling the work complete.

Complete when: Each priority surface is canonical, in the sitemap, linked from a meaningful owned page, submitted through the relevant discovery mechanism and verified as indexable.

Deliverable

Per-page publication checklist covering canonical URL, sitemap, internal links, IndexNow, indexing verification and re-crawl evidence.

Prerequisites to confirm

- Final page URL and content approved

Where this work goes

XML sitemap
savvyca.com/sitemap.xml

Robots policy
savvyca.com/robots.txt

IndexNow protocol
indexnow.org

What to prepare

- Final canonical URL
- Sitemap entry
- Internal-link source pages
- IndexNow response
- Index verification

Verify after delivery

- Sitemap status
- Index coverage
- Browser-observed appearance after publication

Estimated effort: small

Execution boundary: IndexNow is a discovery notification, not a ranking shortcut. Submit only real additions, updates and removals.

Public page: <https://savvyca.com/>
savvyca.com/

Public page: not present
savvyca.com/

Public page
savvyca.com/sitemap.xml

Public page: 108 parsed URLs
savvyca.com/sitemap.xml

Public page: missing
savvyca.com/

Public page: *, GPTBot, OAI-SearchBot, ChatGPT-User, ClaudeBot, Claude-Web, anthropic-ai, Google-Extended, Applebot-Extended, Amazonbot, Bytespider, CCBot, PerplexityBot
savvyca.com/robots.txt

INTERVENTION / NEXT / VALIDATE FIRST

Build a consistent external identity and review footprint

Owned claims become easier to corroborate when company, offer, founder, location or product facts agree across the external surfaces buyers use.

Do: Validate buyer relevance and supporting evidence for this proposed work: Audit relevant profiles, listings, marketplaces and review sources for naming, category, URL, description, service area, credentials, boundaries and recency. Complete only the profiles real buyers use; invite authentic customers to review the real experience without incentives or scripted sentiment.

Complete when: Record the evidence and a go/no-go decision before committing to: External-profile and reputation checklist with URL, owner, corrections, review policy and last-verified date.

Deliverable

External-profile and reputation checklist with URL, owner, corrections, review policy and last-verified date.

Prerequisites to confirm

- Canonical facts approved
- Platforms real buyers use identified

Where this work goes

Software-review platforms buyers use
Integration and app marketplaces
Customer implementation pages
Relevant technical communities
Category and comparison publishers

What to prepare

- Canonical entity description
- Founder or legal identity
- Canonical URL
- Market or service area
- Current proof
- Review-request process

Verify after delivery

- Profile completeness
- Fact consistency
- Review recency
- Referral traffic
- Repeated source appearance

Estimated effort: medium

Execution boundary: Never create fake profiles, reviews or locations. Do not incentivise positive sentiment or suppress legitimate negative feedback.

INTERVENTION / NEXT / VALIDATE FIRST

Distribute the evidence where buyer questions are already discussed

Publishing on the company site is only the first step; qualified distribution should follow real buyer-question communities rather than a generic press-release list.

Do: Validate buyer relevance and supporting evidence for this proposed work: For the strongest buyer-question cluster, prepare one useful finding, one visual or reusable asset, one founder point of view, one canonical source page and three audience-specific contributions. Prioritise contribution, discussion and co-created proof over promotional posting.

Complete when: Record the evidence and a go/no-go decision before committing to: Channel-by-channel distribution checklist with message, audience, format, owner, date and desired outcome.

Deliverable

Channel-by-channel distribution checklist with message, audience, format, owner, date and desired outcome.

Prerequisites to confirm

- Evidence asset is publishable
- Founder position approved
- Each channel has real audience fit

What to prepare

- Original evidence asset
- Attributable founder commentary
- One chart, screenshot or template
- Canonical source URL
- Audience-specific contribution

Verify after delivery

- Accepted contributions
- Mentions
- Qualified discussions
- Referral traffic
- New source appearances

Estimated effort: medium

Execution boundary: Do not astroturf, mass-post the same message or disguise commercial affiliation. Participate under a real identity and lead with useful evidence.

INTERVENTION / LATER / VALIDATE FIRST

Measure discovery, source use and commercial response separately

A page can be indexed without being retrieved, retrieved without being cited, cited without naming the brand and mentioned without producing a qualified visit. One visibility number hides those stages.

Do: Validate buyer relevance and supporting evidence for this proposed work: Freeze a dated baseline, re-run the same buyer-question clusters after implementation and record indexing, position, source set, citations or mentions, target presence, qualified referrals and commercial outcomes separately. Supplement browser evidence with free Search Console and Bing Webmaster exports where available.

Complete when: Record the evidence and a go/no-go decision before committing to: Before/after measurement sheet with separate discovery, source, mention, recommendation, referral and conversion columns.

Deliverable

Before/after measurement sheet with separate discovery, source, mention, recommendation, referral and conversion columns.

Prerequisites to confirm

- Priority changes published
- Stable query-cluster list
- Analytics and lead-source fields agreed

What to prepare

- Frozen website screenshots
- Frozen search-result screenshots
- Result URL exports
- Search Console and Bing Webmaster exports
- Referral evidence
- CRM or order-source evidence

Verify after delivery

- Indexing
- Position
- Retrieved sources
- Brand mention
- Referral visit
- Qualified lead or sale

Estimated effort: medium

Execution boundary: Treat browser-observed results as dated samples. Do not present one location, engine or run as a stable market-wide ranking.

What must be decided before the next commitment.

Realistic alternatives

- Email, chat, phone, or text coordination
- Existing calendar invites or shared calendars
- Doing nothing
- Calendly
- Acuity
- Doodle
- Google Calendar appointment scheduling
- Current manual or built-in calendar workflow
- Manual appointment coordination
- Current calendar
- An unspecified previously known appointment tool
- Manual phone or email booking
- Existing shared calendar or diary
- Unchanged workflow
- Manual email or text coordination
- Shared calendars and normal invites
- Existing calendar booking features
- A simple meeting poll or appointment scheduler

DECISION JOB / NEXT

Compare small-team scheduling software and decide whether a paid tool warrants replacing the current process.

Outside-buyer evidence produced a moderate pre-encounter decision job. Use this language within the evidence boundary of this run.

Do: Serve this decision job directly in the language people used before encountering the site, then connect it to the relevant offer, action, proof and non-fit boundary.

Complete when: A person can reach and complete this job from the public evidence without inventing missing facts.

DECISION JOB / NEXT

Reduce back-and-forth when arranging meetings with external people.

Outside-buyer evidence produced a moderate pre-encounter decision job. Use this language within the evidence boundary of this run.

Do: Serve this decision job directly in the language people used before encountering the site, then connect it to the relevant offer, action, proof and non-fit boundary.

Complete when: A person can reach and complete this job from the public evidence without inventing missing facts.

DECISION JOB / NEXT

Evaluate privacy and operational control when adopting a booking tool.

Outside-buyer evidence produced a weak pre-encounter decision job. Use this language within the evidence boundary of this run.

Do: Serve this decision job directly in the language people used before encountering the site, then connect it to the relevant offer, action, proof and non-fit boundary.

Complete when: A person can reach and complete this job from the public evidence without inventing missing facts.

DECISION JOB / NEXT

Protect availability and focus time while considering a replacement for manual scheduling.

Outside-buyer evidence produced a weak pre-encounter decision job. Use this language within the evidence boundary of this run.

Do: Serve this decision job directly in the language people used before encountering the site, then connect it to the relevant offer, action, proof and non-fit boundary.

Complete when: A person can reach and complete this job from the public evidence without inventing missing facts.

DECISION JOB / NEXT

Consider collecting payment when clients book appointments.

Outside-buyer evidence produced a weak pre-encounter decision job. Use this language within the evidence boundary of this run.

Do: Serve this decision job directly in the language people used before encountering the site, then connect it to the relevant offer, action, proof and non-fit boundary.

Complete when: A person can reach and complete this job from the public evidence without inventing missing facts.

ALTERNATIVE ASYMMETRY / NEXT

A realistic alternative: Email, chat, phone, or text coordination

Email, chat, phone, or text coordination is already inside the declared decision set. If the public evidence does not explain the decisive difference, people must invent it or choose the easier-to-defend option.

Do: State where this option wins, loses, and is not the right choice compared with Email, chat, phone, or text coordination.

Complete when: The public comparison with Email, chat, phone, or text coordination is specific, evidenced, and honest about non-fit.

Supplied context - 2026-09-03: Retained alternative in this decision Scope: Email, chat, phone, or text coordination.

ALTERNATIVE ASYMMETRY / NEXT

A realistic alternative: Existing calendar invites or shared calendars

Existing calendar invites or shared calendars is already inside the declared decision set. If the public evidence does not explain the decisive difference, people must invent it or choose the easier-to-defend option.

Do: State where this option wins, loses, and is not the right choice compared with Existing calendar invites or shared calendars.

Complete when: The public comparison with Existing calendar invites or shared calendars is specific, evidenced, and honest about non-fit.

Supplied context - 2026-09-03: Retained alternative in this decision Scope: Existing calendar invites or shared calendars.

A realistic alternative: Doing nothing

Doing nothing is already inside the declared decision set. If the public evidence does not explain the decisive difference, people must invent it or choose the easier-to-defend option.

Do: State where this option wins, loses, and is not the right choice compared with Doing nothing.

Complete when: The public comparison with Doing nothing is specific, evidenced, and honest about non-fit.

Supplied context - 2026-09-03: Retained alternative in this decision Scope: Doing nothing.

A realistic alternative: Calendly

Calendly is already inside the declared decision set. If the public evidence does not explain the decisive difference, people must invent it or choose the easier-to-defend option.

Do: State where this option wins, loses, and is not the right choice compared with Calendly.

Complete when: The public comparison with Calendly is specific, evidenced, and honest about non-fit.

Supplied context - 2026-09-03: Retained alternative in this decision Scope: Calendly.

A realistic alternative: Acuity

Acuity is already inside the declared decision set. If the public evidence does not explain the decisive difference, people must invent it or choose the easier-to-defend option.

Do: State where this option wins, loses, and is not the right choice compared with Acuity.

Complete when: The public comparison with Acuity is specific, evidenced, and honest about non-fit.

Supplied context - 2026-09-03: Retained alternative in this decision Scope: Acuity.

A realistic alternative: Doodle

Doodle is already inside the declared decision set. If the public evidence does not explain the decisive difference, people must invent it or choose the easier-to-defend option.

Do: State where this option wins, loses, and is not the right choice compared with Doodle.

Complete when: The public comparison with Doodle is specific, evidenced, and honest about non-fit.

Supplied context - 2026-09-03: Retained alternative in this decision Scope: Doodle.

A realistic alternative: Google Calendar appointment scheduling

Google Calendar appointment scheduling is already inside the declared decision set. If the public evidence does not explain the decisive difference, people must invent it or choose the easier-to-defend option.

Do: State where this option wins, loses, and is not the right choice compared with Google Calendar appointment scheduling.

Complete when: The public comparison with Google Calendar appointment scheduling is specific, evidenced, and honest about non-fit.

Supplied context - 2026-09-03: Retained alternative in this decision Scope: Google Calendar appointment scheduling.

A realistic alternative: Current manual or built-in calendar workflow

Current manual or built-in calendar workflow is already inside the declared decision set. If the public evidence does not explain the decisive difference, people must invent it or choose the easier-to-defend option.

Do: State where this option wins, loses, and is not the right choice compared with Current manual or built-in calendar workflow.

Complete when: The public comparison with Current manual or built-in calendar workflow is specific, evidenced, and honest about non-fit.

Supplied context - 2026-09-03: Retained alternative in this decision Scope: Current manual or built-in calendar workflow.

A realistic alternative: Manual appointment coordination

Manual appointment coordination is already inside the declared decision set. If the public evidence does not explain the decisive difference, people must invent it or choose the easier-to-defend option.

Do: State where this option wins, loses, and is not the right choice compared with Manual appointment coordination.

Complete when: The public comparison with Manual appointment coordination is specific, evidenced, and honest about non-fit.

Supplied context - 2026-09-03: Retained alternative in this decision Scope: Manual appointment coordination.

A realistic alternative: Current calendar

Current calendar is already inside the declared decision set. If the public evidence does not explain the decisive difference, people must invent it or choose the easier-to-defend option.

Do: State where this option wins, loses, and is not the right choice compared with Current calendar.

Complete when: The public comparison with Current calendar is specific, evidenced, and honest about non-fit.

Supplied context - 2026-09-03: Retained alternative in this decision Scope: Current calendar.

A realistic alternative: An unspecified previously known appointment tool

An unspecified previously known appointment tool is already inside the declared decision set. If the public evidence does not explain the decisive difference, people must invent it or choose the easier-to-defend option.

Do: State where this option wins, loses, and is not the right choice compared with An unspecified previously known appointment tool.

Complete when: The public comparison with An unspecified previously known appointment tool is specific, evidenced, and honest about non-fit.

Supplied context - 2026-09-03: Retained alternative in this decision Scope: An unspecified previously known appointment tool.

A realistic alternative: Manual phone or email booking

Manual phone or email booking is already inside the declared decision set. If the public evidence does not explain the decisive difference, people must invent it or choose the easier-to-defend option.

Do: State where this option wins, loses, and is not the right choice compared with Manual phone or email booking.

Complete when: The public comparison with Manual phone or email booking is specific, evidenced, and honest about non-fit.

Supplied context - 2026-09-03: Retained alternative in this decision Scope: Manual phone or email booking.

A realistic alternative: Existing shared calendar or diary

Existing shared calendar or diary is already inside the declared decision set. If the public evidence does not explain the decisive difference, people must invent it or choose the easier-to-defend option.

Do: State where this option wins, loses, and is not the right choice compared with Existing shared calendar or diary.

Complete when: The public comparison with Existing shared calendar or diary is specific, evidenced, and honest about non-fit.

Supplied context - 2026-09-03: Retained alternative in this decision Scope: Existing shared calendar or diary.

A realistic alternative: Unchanged workflow

Unchanged workflow is already inside the declared decision set. If the public evidence does not explain the decisive difference, people must invent it or choose the easier-to-defend option.

Do: State where this option wins, loses, and is not the right choice compared with Unchanged workflow.

Complete when: The public comparison with Unchanged workflow is specific, evidenced, and honest about non-fit.

Supplied context - 2026-09-03: Retained alternative in this decision Scope: Unchanged workflow.

A realistic alternative: Manual email or text coordination

Manual email or text coordination is already inside the declared decision set. If the public evidence does not explain the decisive difference, people must invent it or choose the easier-to-defend option.

Do: State where this option wins, loses, and is not the right choice compared with Manual email or text coordination.

Complete when: The public comparison with Manual email or text coordination is specific, evidenced, and honest about non-fit.

Supplied context - 2026-09-03: Retained alternative in this decision Scope: Manual email or text coordination.

A realistic alternative: Shared calendars and normal invites

Shared calendars and normal invites is already inside the declared decision set. If the public evidence does not explain the decisive difference, people must invent it or choose the easier-to-defend option.

Do: State where this option wins, loses, and is not the right choice compared with Shared calendars and normal invites.

Complete when: The public comparison with Shared calendars and normal invites is specific, evidenced, and honest about non-fit.

Supplied context - 2026-09-03: Retained alternative in this decision Scope: Shared calendars and normal invites.

A realistic alternative: Existing calendar booking features

Existing calendar booking features is already inside the declared decision set. If the public evidence does not explain the decisive difference, people must invent it or choose the easier-to-defend option.

Do: State where this option wins, loses, and is not the right choice compared with Existing calendar booking features.

Complete when: The public comparison with Existing calendar booking features is specific, evidenced, and honest about non-fit.

Supplied context - 2026-09-03: Retained alternative in this decision Scope: Existing calendar booking features.

A realistic alternative: A simple meeting poll or appointment scheduler

A simple meeting poll or appointment scheduler is already inside the declared decision set. If the public evidence does not explain the decisive difference, people must invent it or choose the easier-to-defend option.

Do: State where this option wins, loses, and is not the right choice compared with A simple meeting poll or appointment scheduler.

Complete when: The public comparison with A simple meeting poll or appointment scheduler is specific, evidenced, and honest about non-fit.

Supplied context - 2026-09-03: Retained alternative in this decision Scope: A simple meeting poll or appointment scheduler.

OUTSIDE-BUYER EVIDENCE

How buyers met the decision.

The outside-buyer synthetic panel tests how the public offer holds up under different buying situations. These are simulated reactions to the retained material.

OUTSIDE-BUYER EVIDENCE

The homepage consistently established the scheduling category, recipient calendar overlay, availability controls, and team modes.

The homepage consistently established the scheduling category, recipient calendar overlay, availability controls, and team modes. Preserve that structure; understanding the offer did not establish a reason to switch.

OUTSIDE-BUYER EVIDENCE / NEXT

After exposure to the deeper pages, simulated buyers found the features, integrations, signup options, and security statements more...

After exposure to the deeper pages, simulated buyers found the features, integrations, signup options, and security statements more concrete. The buyer who exited after the homepage did not see this additional evidence.

Do: Add a linked, annotated walkthrough in the Team Scheduling section of the features page. Show one verified small-team client meeting from calendar connection and availability settings through publishing a link and recipient booking, including optional calendar overlay. Identify required permissions, plan dependencies, and which existing booking settings or links must be recreated. Check existing linked documentation first and reuse it where it answers these steps.

Complete when: The walkthrough shows organizer setup and recipient booking for the same example. Required and optional steps, permissions, and plan dependencies are explicit. Switching instructions distinguish verified capabilities from manual work.

Public page - 2026-09-03: Our links gracefully elevate from one-on-one mode to as-complex-as-you-need mode, in a few clicks.
savvykal.com/features

Public page - 2026-09-03: Recipients can even overlay their calendar on top of your link to spot ideal times at a glance!
savvykal.com/

Public page - 2026-09-03: Create events on your Google Calendar and check for times when you are busy.
savvykal.com/integrations-directory

OUTSIDE-BUYER EVIDENCE / NEXT

The pricing cards establish Basic and Premium and explicitly name Premium extras.

The pricing cards establish Basic and Premium and explicitly name Premium extras. Billing cadence, complete matrix coverage, activation, and cancellation remain unresolved in the capture because the selected toggle state and FAQ answers are unavailable. This does not establish missing live content.

Do: Inspect both rendered billing states, the complete comparison table, and expanded pricing FAQs first. If answers already exist, fix their extraction or navigation. Otherwise, add a compact plan-selection section beside the pricing cards covering verified billing cadence, billable users, activation, cancellation, refund terms, and practical examples of Premium's listed extras.

Complete when: Both billing states explicitly identify their charge basis. Plan coverage remains understandable without relying on visual markers alone. Activation, cancellation, and refund answers are directly reachable from the pricing cards.

Public page - 2026-09-03: Kick the tires for free and only upgrade when you're ready to activate.

savvyca.com/pricing

Public page - 2026-09-03: Custom domains Delegate to an assistant Paid bookings

savvyca.com/pricing

Public page - 2026-09-03: How does company billing work?

savvyca.com/pricing

OUTSIDE-BUYER EVIDENCE / NEXT

For small teams with a working scheduler, the persistent question was setup and switching effort

For small teams with a working scheduler, the persistent question was setup and switching effort: required configuration, permissions, recipient experience, and practical differences between team modes. Integration listings establish named connections, not end-to-end workflow performance.

Do: Add a linked, annotated walkthrough in the Team Scheduling section of the features page. Show one verified small-team client meeting from calendar connection and availability settings through publishing a link and recipient booking, including optional calendar overlay. Identify required permissions, plan dependencies, and which existing booking settings or links must be recreated. Check existing linked documentation first and reuse it where it answers these steps.

Complete when: The walkthrough shows organizer setup and recipient booking for the same example. Required and optional steps, permissions, and plan dependencies are explicit. Switching instructions distinguish verified capabilities from manual work.

Public page - 2026-09-03: Our links gracefully elevate from one-on-one mode to as-complex-as-you-need mode, in a few clicks.

savvyca.com/features

Public page - 2026-09-03: Recipients can even overlay their calendar on top of your link to spot ideal times at a glance!

savvyca.com/

Public page - 2026-09-03: Create events on your Google Calendar and check for times when you are busy.

savvyca.com/integrations-directory

OUTSIDE-BUYER EVIDENCE / NEXT

The privacy notice explains collected data, selected-calendar querying, Stripe billing, retention, and sharing.

The privacy notice explains collected data, selected-calendar querying, Stripe billing, retention, and sharing. Its international-transfer section is truncated and its referenced provider list is outside the supplied evidence; full-policy conclusions would exceed this exposure.

Do: Inspect the full rendered notice and linked provider list, DPA, and relevant terms first. If they answer the questions, repair capture or make those destinations easier to reach. Only for remaining gaps, add a short linked data-handling summary near the notice's opening covering calendar queries, account and payment data, providers, international transfers, and deletion or backup handling, with links to the governing text.

Complete when: The complete international-transfer section and provider list are accessible and captured. Any added summary matches approved policy and distinguishes calendar data from other retained records. Deletion and backup statements link to verified governing details.

Public page - 2026-09-03: Data processors (see the list of providers we use)

savvyca.com/privacy

Public page - 2026-09-03: Our application and database servers are located in the United States.

savvyca.com/privacy

Public page - 2026-09-03: We do not store any details about your calendar events.

savvyca.com/privacy

Security and privacy statements improved understanding without independently verifying implementation.

Security and privacy statements improved understanding without independently verifying implementation. The security page explicitly says SavvyCal does not hold SOC 2 or ISO 27001 certification at its stated update date.

Do: Inspect the full rendered notice and linked provider list, DPA, and relevant terms first. If they answer the questions, repair capture or make those destinations easier to reach. Only for remaining gaps, add a short linked data-handling summary near the notice's opening covering calendar queries, account and payment data, providers, international transfers, and deletion or backup handling, with links to the governing text.

Complete when: The complete international-transfer section and provider list are accessible and captured. Any added summary matches approved policy and distinguishes calendar data from other retained records. Deletion and backup statements link to verified governing details.

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Testimonials and customer counts were generally treated as promotional evidence.

Testimonials and customer counts were generally treated as promotional evidence. One cautious simulated buyer found them reassuring while still withholding a full endorsement; this is a difference in trust response, not proof of superiority.

Privacy drafting errors reduced polish for some simulated buyers, while others found the notice sufficiently readable.

Privacy drafting errors reduced polish for some simulated buyers, while others found the notice sufficiently readable. This supports a bounded editorial observation, not a claim that the policy is ineffective.

The supplied conversations establish plausible generic scheduling jobs, but contain no independent pre-encounter history or observed...

The supplied conversations establish plausible generic scheduling jobs, but contain no independent pre-encounter history or observed search behavior. Specialized personal contexts and numerical confidence values should not strengthen the discovery evidence.

How to know the work changed the decision.

Verification rule

After each intervention, repeat the same scoped public observation and the relevant normal-encounter decision question. Keep fixed, unresolved, regressed, new and unreached conditions separate.

EVIDENCE BOUNDARY

- Coverage: the sampled public pages and supplied public evidence.
- Search and browser evidence is a dated snapshot. Blocked or unavailable captures remain unreached.
- Performance evidence is a dated lab snapshot and may differ from real-user conditions.
- Specialist accessibility, security and legal review remain separate workstreams.
- Judgment calls should be reviewed by a responsible person before implementation.
- Each external source requires a relevance check before outreach. Competitor domains serve as comparison evidence.
- The report identifies evidence and decision gaps. Ranking, citation, traffic and sales require subsequent observation.

ARTIFACTS

[Open live result](#)

[Download answerworthy.md](#)

What this result covers.

Coverage is bounded. The declared buyer, market, question, alternatives, constraints and non-fit boundary define this result.

Technical access was inspected; no retained technical issue affected the current Outcomes.

BUYERS

- Independent professionals and small teams choosing scheduling software for sales, consulting, recruiting, support and education

MARKETS

- International English-language SaaS market

LANGUAGES

- en

REALISTIC ALTERNATIVES

- Email, chat, phone, or text coordination
- Existing calendar invites or shared calendars
- Doing nothing
- Calendly
- Acuity
- Doodle
- Google Calendar appointment scheduling
- Current manual or built-in calendar workflow
- Manual appointment coordination
- Current calendar
- An unspecified previously known appointment tool
- Manual phone or email booking
- Existing shared calendar or diary
- Unchanged workflow

DECISION CRITERIA

- risk, security and compliance
- functional fit for the retained buyer job

NON-FIT

- the realistic alternative "Email, chat, phone, or text coordination" remains sufficient or the retained buyer need is absent

BUYER DECISIONS IN SCOPE

- Reduce back-and-forth when arranging meetings with external people.
- Compare small-team scheduling software and decide whether a paid tool warrants replacing the current process.
- Consider collecting payment when clients book appointments.
- Evaluate privacy and operational control when adopting a booking tool.

OUTCOMES

A buyer considering SavvyCal for "Reduce back-and-forth when arranging meetings with external people" can determine fit, material constraints and the evidence-backed difference from a realistic alternative using the public decision corpus.

A buyer considering SavvyCal for "Compare small-team scheduling software and decide whether a paid tool warrants replacing the current process" can determine fit, material constraints and the evidence-backed difference from a realistic alternative using the public decision corpus.

A buyer considering SavvyCal for "Consider collecting payment when clients book appointments" can determine fit, material constraints and the evidence-backed difference from a realistic alternative using the public decision corpus.

A buyer can determine that SavvyCal is not the right choice when the realistic alternative "Email, chat, phone, or text coordination" remains sufficient or the retained buyer need is absent, without relying on sales-only clarification.

This is an explicit non-fit Outcome.

THE EIGHT STANDARD CONDITIONS

What the public evidence currently supports.

Reachable

VERIFIED / BOUNDED

Homepage responds successfully

Public page - 2026-09-03

savvyca.com/

Canonical transport uses HTTPS

Public page - 2026-09-03: <https://savvyca.com/>

savvyca.com/

Homepage is not marked noindex

Public page - 2026-09-03: not present

savvyca.com/

Robots does not block the whole site

Public page - 2026-09-03: User-agent: * Disallow: /events/ # Content usage preferences (AIPREF Content Signals). These express how # crawled content may be used, independent of crawl access above: # allow search indexing and AI answer input, but opt out of model training. # See <https://contentsignals.org> and the IETF draft [draft-romm-aipref-contentsignals](https://www.rfc-editor.org/rfc/rfc9309). Content-Signal: ai-train=no, search=yes, ai-input=yes # AI crawlers are explicitly allowed to crawl and use savvyca.com content. # Each bot needs its own group; the wildcard rule above does not cover them # for the purposes of AI access policies. See RFC 9309 for the Robots # Exclusion Protocol: <https://www.rfc-editor.org/rfc/rfc9309> # OpenAI User-agent: GPTBot Disallow: /events/ Allow: / User-agent: OAI-SearchBot Disallow: /events/ Allow: / User-agent: ChatGPT-User Disallow: /events/ Allow: / # Anthropic User-agent: ClaudeBot Disallow: /events/ Allow: / User-agent: Claude-Web Disallow: /events/ Allow: / User-agent: anthropic-ai Disallow: /events/ Allow: / # Google (Gemini / Vertex AI) User-agent: Google-Extended Disallow: /events/ Allow: / # Apple User-agent: Applebot-Extended Disallow: /events/ Allow: / # Amazon User-agent: Amazonbot Disallow: /events/ Allow: / # savvyca.com/robots.txt

Redirect path is deliberate

Public page - 2026-09-03: no redirects
savvyca.com/

Homepage is not a soft 404

Public page - 2026-09-03: Scheduling Software Everyone Will Love - SavvyCal - FeaturesPricingWhat's NewLoginSign upThe fresh way to find a time to meet.You'll love it for the flexible controls to keep your calendar sane. They'll love it for the ultra-convenient booking experience.Try SavvyCal risk-freeJoin over 2,000 happy cus
savvyca.com/

No bot challenge replaces the page

Public page - 2026-09-03: FeaturesPricingWhat's NewLoginSign upThe fresh way to find a time to meet.You'll love it for the flexible controls to keep your calendar sane. They'll love it for the ultra-convenient booking experience.Try SavvyCal risk-freeJoin over 2,000 happy cus
savvyca.com/

Identified

UNREACHED / UNCOVERED

identified was not measured in this run

Needed: Collect evidence that directly measures the Answerworthy identified condition.

Understood

VERIFIED / BOUNDED

Contact route is findable

Public page - 2026-09-03: Email Support ? <mailto:support@savvyca.com>
savvyca.com/

Answering

UNREACHED / UNCOVERED

The retained Scope questions were not directly adjudicated against the sampled public corpus

Needed: Review each retained decision question against the sampled public pages and record the exact answer, material gap or contradiction.

Evidenced

UNREACHED / UNCOVERED

evidenced was not measured in this run

Needed: Collect evidence that directly measures the Answerworthy evidenced condition.

Corroborated

UNREACHED / UNCOVERED

Independent corroboration was outside this audit's measured coverage

Needed: Inspect independent reviews, directories, editorial, institutional and expert sources that actually establish a consequential fact.

Distributed

UNREACHED / UNCOVERED

Relevant public-surface distribution was outside this audit's measured coverage

Needed: Run dated buyer-question observations across relevant search and public-web surfaces.

Observed

UNREACHED / UNCOVERED

Assistant answers were outside this audit's measured coverage

Needed: Run dated, provider- and locale-labelled assistant answer probes for real pre-brand buyer questions.

STANDARD ACTIONS

What to change, and how to know it is done.

The current State is carried forward through its verification and recheck instructions.

SOURCES AND MAINTENANCE

Keep the evidence useful as the business changes.

Submitted website

public / inspected 2026-09-03
savvyca.com/

Owned page 2

public / inspected 2026-09-03
savvyca.com/features

Owned page 3

public / inspected 2026-09-03
savvyca.com/pricing

Owned page 4

public / inspected 2026-09-03
savvyca.com/signup

Owned page 5

public / inspected 2026-09-03
savvyca.com/integrations-directory

Owned page 6

public / inspected 2026-09-03
savvyca.com/articles

Owned page 7

public / inspected 2026-09-03
savvyca.com/time-zone-api

Owned page 8

public / inspected 2026-09-03
savvyca.com/company

Owned page 9

public / inspected 2026-09-03
savvyca.com/security

Owned page 10

public / inspected 2026-09-03
savvyca.com/brand

Owned page 11

public / inspected 2026-09-03
savvyca.com/open-source

Owned page 12

public / inspected 2026-09-03
savvyca.com/privacy

Supplied business context

private

Business-side audience, market, alternatives or buyer questions supplied with this run. These premises do not by themselves satisfy public State. Supplied planning direction; preserve its stated approval boundary: Show whether SavvyCal supplies enough public evidence to win a shortlist against familiar scheduling alternatives for the right small team

Bounded buyer-question synthesis

private

Used to bootstrap candidate Scope from the observed public material. It does not satisfy public State and is not evidence of demand.

Recheck when

- the offer, public decision corpus, declared market or evidence changes materially
- a completed Action is about to be relied on again

Review the evidence after 30 days, or sooner when a trigger above occurs.

- Re-read the current Standard whenever work resumes.
- Preserve superseded history when it is useful and remove stale instructions that no longer describe the business.