

Read case studies and assess the evidence

CHAPTER 01 / BEFORE YOU BEGIN

Prepare your materials. Define the deliverables.

Business owners and decision makers who compare vendors or prepare internal discussion materials.

Starting materials

- The case study you want to examine
- Targets and initial conditions of your business
- List of services under consideration

What you will prepare

Evidence assessment matrix and questionnaire for vendors.

Use it as material for decisions and discussions, then adjust the work limits to your conditions.

Starting from one page, one process, or one most important need. Note unknowns as questions; Don't force answers just to make the worksheet look finished.

Work in a clear order.

Read the initial conditions before the result numbers

Look for the sector, website condition, employment period, and initial obstacles. Big improvements from a small baseline are different from growth in a mature business. If context is not available, mark as unknown; don't fill in the blanks with assumptions that favor the vendor.

Check the meaning of the metrics and the status of the evidence

Ask what definition of inquiry, demo, transaction, or booking is used. Do the numbers come from engagement data, target projections, or illustrations? Percent increments require both initial and final values ■■to be interpreted. If only percentages are published, keep the information limited when retelling it.

Connect work to change

Separate website work, SEO, advertising, offer changes, and sales activities. The results that occurred during the project have not proven one job to be the sole cause. Note other factors such as seasonality, budget, or product changes. Ask for an explanation of the evaluation method without demanding confidential data from other clients.

Assess suitability for your conditions

Compare resources, sales cycles, channels, and team readiness. Select the relevant part of the methodology, then write down the prerequisites for its implementation. Case studies are fodder for consideration, not a promise of universal results. Use this matrix to develop proposal questions and how to measure your own project.

Connect steps to real decisions.

The following example is not a client case study. This is an exercise in examining a summary that mentions increased inquiries, but does not explain baseline or budget changes.

Statement	What needs to be checked	Temporary decision
Inquiry rises during the project	Definition, period, baseline	Not enough to judge the scale
SEO and advertising are done simultaneously	Channel contributions and spending changes	Don't attribute all results to SEO
Next booking target	Are projections or actual results?	Label as target
Anonymous client	Context that can be shared	Anonymization does not automatically invalidate evidence

Replace the example lines with your business conditions. Mark information that already has evidence, that is still an assumption, and that needs to be asked of the person in charge.

Avoid decisions that seem right, but have not been tested.

Choose vendors from the largest percentage

Compare context, quality of evidence, and suitability of workmanship.

Turn projections into real results

Retain proof label from source. Targets should not be described as achievements.

If a decision impacts costs, access, data, or other teams' work, list the parties who need to approve it. Explain the evidence that is available and the extent of information that remains to be examined.

Make your plans here.

Fill in concisely and specifically. For information that is not yet available, write who needs to be asked for confirmation. These notes are not sent by the Playbook feature to Oura; download before the tab closes.

01 Case studies and sources

02 Initial conditions

03 Metrics and definitions

04 Evidence status and period

05 Another factor

06 Questions for vendors

Do not enter passwords, access tokens, or personal customer data. Temporary storage follows the browser tab session, not the Oura account.

Check your job readiness.

This checklist records the tasks you marked. It is not an audit score, certification, or automatic assessment of a website.

Results are distinguished from projections

Metrics have definitions

Period and baseline were recorded if available

Other factors are considered

Your business requirements are compared

Frequently asked questions

Not automatic. Value context, methods, consistency, and evidence that can be shared.

Not just from one case study. Every business has different conditions, resources and market factors.

Referral & usage limits

- Google: useful content ■

References checked on October 2, 2026. Steps, examples and worksheets are Oura editorial formulation with the help of AI and public references. Examples are not client results. The guide does not guarantee business results and does not replace a dedicated examination of your systems.