

SaaS Pricing Page Optimization Checklist

- ☐ **Define Your Value Metric:** Clearly identify the single metric (users, usage, projects) that drives the most measurable value for your customers.
- ☐ **Segment Your Audience:** Confirm you have distinct pricing plans for at least three core customer segments (e.g., Startup, Growth, Enterprise).
- ☐ **Align Price with Value:** Ensure the price difference between tiers directly correlates with the increase in value provided by your Value Metric.
- ☐ **Limit Tier Choices:** Reduce your public pricing options to three or four primary plans to prevent decision paralysis (Hick's Law).
- ☐ **Use Price Anchoring:** Position the most expensive, full-featured plan on the far left to make your target "Pro" plan appear more attractive.
- ☐ **Highlight the Target Plan:** Visually emphasize your preferred plan (usually the middle one) with a "Most Popular" badge or a distinct border color.
- ☐ **Offer Annual Discount:** Provide a clear, percentage-based discount (e.g., Save 20%) for annual commitment to boost ARR and improve retention.
- ☐ **Translate Features to Benefits:** Rewrite feature lists to focus on the customer outcome (e.g., "Guaranteed Uptime" instead of "SLA 99.9%").
- ☐ **Delineate Tiers with "Gatekeeper" Features:** Reserve high-value, high-cost features like Single Sign-On (SSO) or advanced API access for higher tiers.
- ☐ **Ensure CTA Clarity:** Use strong, active, and specific language for all Call-to-Actions (e.g., "Start 14-Day Free Trial" instead of "Sign Up").
- ☐ **Define Enterprise Handoff:** For the highest tier, replace the price with a clear "Contact Sales" CTA to qualify complex, high-value leads.
- ☐ **Localize Currency and Payments:** Integrate a payment solution to display prices in local currencies and accept regional payment methods for global buyers.

- ☐ **Ensure Tax Compliance:** Make sure VAT/GST/sales tax is correctly applied to your pricing based on the customer's location. Utilize a Merchant of Record to handle global VAT/GST calculation and remittance, to ensure legal compliance in all markets.
- ☐ Schedule initial emails to send during peak engagement times.
- ☐ **Add Risk Reversal:** Include transparent assurances like a free trial or a money-back guarantee to reduce user hesitation and build trust.
- ☐ **Integrate Social Proof:** Place client logos, a short testimonial, or star ratings near the pricing table to reinforce credibility at the point of decision.
- ☐ **Address Objections with FAQs:** Add a concise FAQ section below the tiers to preemptively answer common questions about billing, upgrades, and cancellation terms.
- ☐ **Plan for A/B Testing:** Prepare to run continuous, controlled experiments on different price points, tier names, and CTA button colors.
- ☐ **Monitor LTV:CAC Ratio:** Track the long-term impact of pricing changes, ensuring your Customer Lifetime Value remains significantly higher than your Customer Acquisition Cost.