Pricing Confidence

7 key qualities of a great SaaS* pricing page

Here's our checklist to supercharge your confidence when designing your pricing page:

1

Is it clear and concise?

Your pricing page should be easy to read and understand. Visitors should be able to quickly find the information they're looking for, without having to wade through a lot of jargon or technical details.

2

Is there an element of choice?

Offer a limited number of options at different price points. This shifts decision making from a binary decision of buy or don't buy to "Which should I buy?"

3

Does it highlight the most important features?

Not all features have equal importance. Make sure to highlight the features that are most relevant to your target audience and that will provide the most value.

*SaaS: Software as a Service

4

Are the visuals compelling?

Visual prompts can help to make your pricing page more engaging and easier to read. Use a clear visual hierarchy to help differentiate between options, considering how colour and size variations aid in highlighting value, anchor the reader on a recommended option, and guide customer decisions.

5

Is there a clear call to action?

Tell your visitors what you want them to do next. Whether it's signing up for a free trial, requesting a demo, or contacting sales, make sure it's clear what the next step is.

6

Is there an upsell opportunity?

If applicable, consider offering add-ons or premium features that users can purchase to enhance their experience. This can generate additional revenue streams.

7

Are common questions addressed?

Address common questions about pricing, such as billing cycles, payment methods, and upgrade options. This can provide transparency and reduce customer concerns & friction.