

The SaaS marketing audit checklist

The checks we run in our 30-minute audit, in one page you can use yourself. Tick what is true. The gaps are your roadmap. When you want the version with a written verdict on which lever moves first, book the real thing at tg3company.com.

01 Positioning and ICP

- Your homepage names a specific buyer and problem in the first screen.
- You can state your ICP in one sentence without hedging.
- Your positioning says what you are not for, not just what you are.
- Win-loss notes from the last 10 deals exist and someone reads them.

02 SEO

- You have a ranked query map, not just a keyword list.
- Comparison and integration pages exist for your top alternatives.
- Every informational page links onward to a page that converts.
- Core pages render as static or server-side HTML and load fast.
- GPTBot, ClaudeBot and PerplexityBot are allowed in robots.txt.

03 Paid acquisition

- You set a CAC payback target before you set a budget.
- Paid CAC is measured on its own, never blended with organic.
- Spend is weighted to high-intent and bottom-funnel terms.
- Campaigns are judged on warehouse data, not platform-reported conversions.

04 Content

- Topics are chosen by buyer intent, not search volume alone.
- Each piece maps to a product capability and a clear next step.
- Content is measured on pipeline influenced, not pageviews.

05 Lifecycle and retention

- You know the one or two activation actions that predict retention.
- Onboarding is built to drive those actions.
- Net revenue retention is tracked and getting above 100% is the goal.
- Lifecycle is judged on retention, not email open rates.

06 Attribution and analytics

- Marketing, CRM, product and billing data live in one source of record.
- Channel totals reconcile to actual booked revenue.
- Reporting is in ARR and pipeline, not leads and MQLs.
- The attribution model's assumptions are written down in plain English.

07 Conversion

- Your pricing and signup pages are the first CRO priority.
- You do not run A/B tests that cannot reach significance.
- The demo or signup form asks for the minimum it needs.

TG3 is a SaaS-only marketing practice. 15 years in one category, 47 brands scaled, \$84M+ in client pipeline.
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