

SaaS Growth Audit Checklist

25 questions to find where your growth engine is leaking

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How to use this checklist

Work through each section and tick every item that is already true for your business. Be honest — the gaps are where your growth is hiding. A red flag means this issue is actively costing you pipeline or revenue right now.

1 · ICP & Positioning

	Area	Audit question	Red flag if...
☐	ICP definition	You can describe your ideal customer in one sentence — industry, company size, role, and pain.	<i>You're targeting 'anyone who needs marketing'</i>
☐	Pain specificity	You know the single biggest problem your ICP has right now, in their words.	<i>Your messaging uses your language, not theirs</i>
☐	Positioning	Your homepage and LinkedIn make it obvious who you serve and what outcome you deliver.	<i>Visitors can't explain what you do in 10 seconds</i>
☐	Competition	You know your top 3 competitors and can articulate why you win against each.	<i>You haven't looked at competitor messaging this year</i>
☐	Proof match	Your case studies and testimonials feature the same customer profile you're targeting.	<i>Proof is for a different audience than your ICP</i>

2 · Acquisition & Pipeline

	Area	Audit question	Red flag if...
☐	Primary channel	You have ONE primary acquisition channel that reliably generates leads each week.	<i>You're spreading budget across 4+ channels with no clear winner</i>
☐	CAC tracking	You know your customer acquisition cost by channel.	<i>You're running ads without knowing CAC</i>
☐	Lead quality	Over 60% of inbound leads match your ICP profile.	<i>Sales is wasting time on unqualified leads</i>
☐	Pipeline visibility	You have a CRM or pipeline tracker updated at least weekly.	<i>Deals live in your inbox or memory</i>
☐	Content-to-lead	At least one piece of content is actively generating inbound leads right now.	<i>All leads come only from paid or outbound</i>

3 · Conversion & Onboarding

	Area	Audit question	Red flag if...
☐	Free-to-paid	You know your free-to-paid conversion rate and it's improving.	<i>You don't know this number</i>
☐	Activation metric	You've defined a single 'aha moment' and track how many users reach it.	<i>No activation event is defined</i>
☐	Onboarding flow	New users receive a structured onboarding sequence (email or in-app) in their first 7 days.	<i>Onboarding is manual or non-existent</i>
☐	Friction audit	You've done a friction audit on your signup or checkout flow in the last 90 days.	<i>Last test was over 6 months ago</i>
☐	Trial-to-close	You have a documented sales or nurture process for trial users.	<i>Trial ends with no follow-up</i>

4 · Retention & Expansion Revenue

	Area	Audit question	Red flag if...
☐	Churn rate	You track monthly churn and know your biggest churn reasons.	<i>You don't track churn by cohort</i>
☐	Expansion MRR	You have at least one upsell or expansion path for existing customers.	<i>Revenue only comes from new customers</i>
☐	NPS / CSAT	You collect satisfaction data at least quarterly.	<i>No systematic feedback loop exists</i>
☐	Win-back	You have an automated sequence for churned customers.	<i>Churned = gone forever</i>
☐	LTV tracking	You know your average LTV by customer segment.	<i>LTV has never been calculated</i>

5 · Analytics & Decision-Making

	Area	Audit question	Red flag if...
☐	North Star metric	Your team aligns on ONE north star metric that predicts long-term growth.	<i>Different people track different numbers</i>
☐	Weekly review	You review key growth metrics every week with a consistent dashboard.	<i>Metrics reviewed only when something breaks</i>
☐	A/B testing	You run at least one experiment per month on a key growth lever.	<i>No structured testing process</i>
☐	Attribution	You know which channels and campaigns drive your best customers.	<i>Attribution is based on last-click only</i>
☐	Reporting cadence	You produce a growth report for stakeholders at least monthly.	<i>No regular reporting cadence</i>

Your score

20–25 checks ✓ Strong foundation. Small optimisations needed.

13–19 checks ▲ Growth leaks present. Prioritise the red flags.

0–12 checks ✗ Growth engine not yet built. Start at the top.

Scored under 20? Book a SaaS Growth Audit →

I'll review your full funnel and deliver a prioritised action plan in 5 business days. \$500 flat rate.

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