AI SEARCH SNAPSHOT

Linear

LINEAR.APP

Product development and issue tracking for software teams

CHECKED 13 NOVEMBER 2026

CHATGPT · PERPLEXITY · GOOGLE AI MODE

ONEMASTER.STUDIO

SUMMARY

Linear shows up in all 15 answers and comes first in 6 of 9 buyer lists. The gap is the “downsides” answer: every tool says reporting and workflow customisation fall short at scale.

FOUND

15

of 15 answers mention you

Own site linked in 5

UNDERSTOOD

10.5

of 12 checks passed

All three tools describe it accurately

CHOSEN

6

of 9 buyer lists put you first

Jira is ahead in 3 of 6 general lists

WHAT WE’D FIX FIRST

01 Answer the scale question directly

02 Publish a factual Linear vs Jira page

03 Add structured data

Found. Do AI tools name you when buyers ask for a provider, and do they link to your site?

Understood. Can AI tools read your site and describe what you do and who it’s for?

Chosen. When they list options, are you first, or is someone else?

AI answers change over time. This is what buyers saw on 13 November 2026.

01 — FOUND

What AI tells buyers about Linear

Five questions a buyer would ask, run in three AI tools: 15 answers. A fresh session for each question; the text is recorded as it appeared.

QUESTION	CHATGPT	PERPLEXITY	GOOGLE AI MODE
Q1 · CATEGORY What are the best issue tracking tools for software teams?	NAMED #2, after Jira	NAMED #2, after Jira	NAMED FIRST First in the summary
Q2 · PROBLEM How should a 50-person software company manage sprints and bug tracking? Which tools would you recommend?	NAMED FIRST “My preferred choice”	NAMED #2, after Jira	NAMED FIRST First of four
Q3 · ALTERNATIVES What are the best alternatives to Jira?	NAMED FIRST “Best overall for software teams”	NAMED FIRST First, with Shortcut	NAMED FIRST First of five
Q4 · BRAND What is Linear (linear.app) and who is it for?	ACCURATE Product development for software teams	ACCURATE Product and engineering teams, and agents	ACCURATE High-velocity teams and AI agents
Q5 · DECISION Is Linear a good choice for a 150-person engineering organization? What are the downsides?	RECOMMENDS “Very good choice”, with caveats	RECOMMENDS “Can work well”, with caveats	RECOMMENDS “Strong fit”, with caveats

NAMED MOST OFTEN IN THE 9 BUYER LISTS (Q1–Q3) **Jira** 6 · **YouTrack** 6 · **GitHub Issues** 5 · **Shortcut** 4 · **ClickUp** 3

02 — UNDERSTOOD

Can AI tools read the site and describe it correctly?

Twelve checks on what crawlers and AI tools can read. Pass scores 1, Partial ½. Score: **10.5 of 12**. The brand question (Q4) was answered accurately in **3 of 3** tools.

U1	**AI crawler access**	PASS	Only /api is blocked
U2	**llms.txt**	PASS	Live, about 11,800 characters
U3	**Sitemap**	PASS	1,020 URLs
U4	**Text without JavaScript**	PASS	About 1,600 words in the raw HTML
U5	**Who-it's-for line**	PASS	"The product development system for teams and agents"
U6	**Title and meta**	PASS	Clear and specific
U7	**Structured data**	FAIL	None on the homepage
U8	**Answer-ready pages**	PASS	Method, docs and guides
U9	**Comparison pages**	PARTIAL	Switch and migration guides, no head-to-head page
U10	**Pricing as text**	PASS	Plans and prices in plain text
U11	**Consistent description**	PASS	All three tools agree
U12	**Proof as text**	PASS	52 customer stories

HOW AI DESCRIBES IT

ChatGPT: Product development for software teams · **Perplexity:** Product and engineering teams, and agents · **Google AI Mode:** High-velocity teams and AI agents

03 — CHOSEN

What we'd fix first

6 of 9 buyer lists put you first. Jira is ahead in 3 of 6 general lists. Fixes are ordered by what blocks AI tools first, then content, then proof. We can't promise any tool will cite you; these changes give them better material to work with.

FIX 01 — 1 WEEK

Answer the scale question directly

WHAT WE FOUND

All three tools list the same downsides for a 150-person team: reporting, workflow customisation and cross-team views.

WHY IT MATTERS

This is the answer a VP of Engineering reads right before choosing.

WHAT TO DO

A page on running Linear at 150+ engineers: reporting, permissions and cross-team planning, with named customers at that size.

FIX 02 — 3–4 DAYS

Publish a factual Linear vs Jira page

WHAT WE FOUND

Jira is named ahead of Linear in 3 of 6 general buyer lists. The switch pages are written as a sales flow, not a comparison.

WHY IT MATTERS

AI tools quote side-by-side facts. Without them, they rely on review sites.

WHAT TO DO

One comparison page with a feature table, migration time and who each tool suits best.

FIX 03 — 1 DAY

Add structured data

WHAT WE FOUND

The homepage has no schema markup.

WHY IT MATTERS

Schema states the product, category and price in a form machines read without guessing.

WHAT TO DO

Organization and SoftwareApplication markup, with pricing offers.

Want to see what AI tells buyers about you? The snapshot is free and takes 48 hours.

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