

SAMPLE DELIVERABLE

48-hour competitor teardown + landing page rewrite

Client: [example] — Linear (`linear.app`)

Date: 30 Aug 2026

Scope: Public homepage, pricing, customers, and switch pages. Rivals: Atlassian Jira and Shortcut. Public pages only.

Note: Portfolio sample. Not commissioned by Linear. Observations from live pages on 30 Aug 2026.

1. Positioning in one sentence

Linear is the opinionated product-development system for software teams that now share work with AI agents — a faster, narrower alternative to Jira, built around issues, cycles, and agent workflows rather than configurable project management for every department.

That is what the *product* is. It is not what the *homepage* currently sells. The live H1 is a category label (“The product development system for teams and agents”), not a reason to switch this week.

2. Offer teardown

Observed on `linear.app`, `/pricing`, `/customers`, and `/switch`.

Promise. Homepage: “Purpose-built for planning and building products. Designed for the AI era.” Three pillars sit beside a cinematic demo of an iOS issue (“Faster app launch”) with Slack intake, Triage Intelligence, a draft PR, and Cycle 144: *Purpose-built, Powered by agents, Designed for speed*. The commercial promise lives one click away. `/switch` says AI coding tools made individuals faster, coordination is now the bottleneck, and Linear is the shared system for humans and agents. `/customers` quantifies it: **2.0× more filed issues, 3.3× faster issue resolution, 50% of issues authored by agents** (companies with 50+ employees who left Jira, Asana, or GitHub Issues). Oscar Health moved **600 engineers off Jira in a month**. OpenAI scaled to **3,000 users**. Ramp’s coding agent is behind **60% of merged PRs**. Scale compressed bug resolution **52%**. **75% of Linear enterprise workspaces** have deployed agents. None of those numbers appear in the homepage hero.

Proof that *does* appear. A live-feeling product demo (activity, labels, PR, Linear App 1.6881) — excellent product proof, weak buying proof. Logo-row framing: “Powering the companies building the future.” Three quotes: Gabriel Peal (OpenAI) on craft, Nik Koblov (Ramp) on being “action biased,” Kaz Nejatian (Opendoor) on “the right opinions.” All prestige. None quantified. Closing line: “Linear powers over **40,000 product teams**.” Pricing: “Trusted by more than **40,000 companies**.” Customers: “**40,000 organizations**.” Switch page: “More than **20,000 teams** have already made the switch,” later “**20,000 organizations**.” That 20k / 40k split is a trust leak.

Price cue. None on the homepage. `/pricing` as of 30 Aug 2026:

Plan	Public price	What actually gates you
Free	\$0	Unlimited members, 2 teams, 250 issues, 10MB files, Agent platform + Linear Agent

Plan	Public price	What actually gates you
Basic	\$10 / user / month , billed yearly	5 teams, unlimited issues/uploads, admin roles
Business	\$16 / user / month , billed yearly	Unlimited teams, private teams + guests, Triage Intelligence, Insights, Asks
Enterprise	Custom, annual only	SAML + SCIM, audit log, IP restrictions, HIPAA, invoice/PO, migration support

Free is generous on *people* (unlimited members) and stingy on *work* (250 issues). That is a smart land-and-expand shape, and the homepage never mentions it. The \$10 / \$16 figures are yearly; monthly exists at a higher unpublished rate.

CTA. Hero is not a conversion sentence. Nav and pricing use **Get started**. Enterprise adds **contact sales**. Only /switch offers the real fork: try it yourself (free, minutes) vs talk to the team. No “Start free — 250 issues, no credit card.” No “See why teams leave Jira” next to the hero.

One-line diagnosis: Linear is selling a category to people who already believe, while hiding the switch math, the free-plan shape, and the price from people who still need convincing.

3. Competitor gaps vs two public rivals

vs Jira (atlassian.com/software/jira)

Jira’s public pitch is breadth: every team, Rovo AI, templates for “any project,” 3,000+ Marketplace integrations, 4.5M+ community. Cloud list (annual, Atlassian pricing page): Free (10 users), Standard ~**\$7.91 / user / month**, Premium ~**\$14.54 / user / month**, Enterprise custom. Cheaper at the paid seat, infinitely more configurable.

1. **Who it is for.** Linear’s demo is an engineering issue with a GitHub PR and a cycle. Jira is every function. Narrow is the moat — the H1 should say *product and engineering*, not echo Jira’s “system for product development.”
2. **Switch proof is unique and buried.** Oscar (600 engineers / one month), OpenAI (3,000 users), Automattic, Coinbase, Block, Opendoor “moved from Jira.” Jira cannot tell a “we left the other guy” story. Linear can. The homepage does not.
3. **Agent model.** Linear treats the agent as a teammate inside the issue (assign, draft PR; coding sessions in the 19 Aug 2026 changelog). Jira treats Rovo as a layer on a general work graph. Linear *shows* this in the demo and *names* it “Designed for the AI era” — a phrase Jira could also use.
4. **Free-plan shape.** Linear allows unlimited members; Jira caps Free at 10 users. Homepage never says so. SOC 2 / HIPAA / GDPR sit on the switch FAQ, not the homepage. Jira buyers expect that in 10 seconds.

Homepage implication: stop competing on “platform.” Compete on leaving Jira without losing the plot.

vs Shortcut (shortcut.com)

Shortcut’s H1 is a job: “Fast Project Management for Software Teams and their Agents.” CTA is conversion-native: **“Get started for free — Free forever. No credit card required.”** Pricing

(yearly): Free (10 users), Team **\$8.50 / user / month**, Business **\$12**, Enterprise custom. It names its agent (**Korey**), lists GDPR / SOC 2 / Google SSO on the homepage, and puts HIPAA / SSO / SCIM in view.

1. **CTA.** Shortcut says free + no card in the hero. Linear does not. Easiest win on this page.
2. **Price.** 20-person team, annual: Shortcut Team ~\$2,040/year vs Linear Basic ~\$2,400. Linear should not compete on price. It should compete on who already switched and what happened to cycle time — not on aesthetic Shortcut can copy.
3. **Named agent.** Shortcut: Korey. Linear Agent appears in the demo and on pricing, not in the H1.
4. **Security on screen one.** Shortcut lists compliance on the marketing homepage. Linear keeps it in a FAQ. Late-stage buyers bounce.

Homepage implication: steal Shortcut’s offer mechanics (free, no card, named agent, compliance in view). Keep Linear’s proof (40k, OpenAI/Ramp, 3.3×). Do not steal Shortcut’s generic H1.

4. Conversion leaks (5 ranked, with the fix)

1. Hero sells the category, not the switch

Leak: H1 is a category. Subhead is “Designed for the AI era.” A VP Eng on Jira hears *another tool*. A founder who already likes Linear hears a brand film. **Fix:** Lead with the outcome Linear already publishes. Put 3.3× faster resolution, agent-as-teammate, and the free workspace in the first screen. Keep the demo; make the type next to it do commercial work.

2. The 20,000 / 40,000 proof conflict

Leak: Homepage and pricing say 40,000. Switch page says 20,000. Buyers who click through notice. Inconsistent social proof is worse than a smaller honest number. **Fix:** One metric, one noun. Recommended: “**40,000+ product teams**” on the homepage. On /switch, either drop 20,000 or label it as the migrated subset if that is true. Stop mixing teams / companies / organizations.

3. Best proof is off-page

Leak: 3.3×, 2.0×, 50% agent-authored, Oscar’s 600-engineer month, OpenAI at 3,000, 75% of enterprise on agents — all on /customers or /switch. Homepage quotes are taste. Taste does not clear a Jira contract. **Fix:** Three-stat bar under the hero: **3.3× faster resolution · 50% of issues from agents · 40,000+ teams**. One named migration: “Oscar Health moved 600 engineers off Jira in a month.”

4. No price, no free, no “no card” in the hero

Leak: Linear’s Free plan is *better* than Jira’s and Shortcut’s on member caps (unlimited vs 10) — and invisible. Price-sensitive teams bounce; enterprise cannot tell if this is \$10 or \$40 a seat. **Fix:** Primary CTA: **Start free — 250 issues, unlimited members, no credit card**. Secondary: **See pricing (from \$10/user/mo, yearly)**. Microcopy: “Upgrade when you need more teams, private workspaces, or SAML.”

5. No dual-path CTA for the two actual buyers

Leak: An 8–40 person team should self-serve. A 200–2,000 person org leaving Jira needs a pilot and a security pack. Homepage offers one “Get started.” Compliance is FAQ-only. The changelog occupies end-of-page attention that should be a switch module. **Fix:** Hero primary **Start free**, secondary **Book**

a **migration call**. One compliance line: “SOC 2 · HIPAA · GDPR.” Add a “Leaving Jira?” band before the changelog.

5. Rewrite: new hero

Keep the existing product demo on the right. Every number below is already on Linear’s public site.

Headline

The issue tracker product teams actually switch to — built for humans and agents.

Subhead

Teams that leave Jira, Asana, and GitHub Issues resolve work 3.3× faster. Linear is the shared system for planning, building, and shipping — including the 50% of issues now opened by agents.

Primary CTA

Start free — unlimited members, no credit card

Secondary CTA

See why 600 engineers left Jira in a month

Three supporting bullets - One workspace for people and agents. Assign Linear Agent the same way you assign a teammate — from Slack intake to a draft PR in the issue. - **Free until the work gets real.** Unlimited members, 2 teams, 250 issues. No 10-seat cap. Paid plans from \$10/user/month (yearly). - **Proven at companies you already respect.** OpenAI at 3,000 users. Ramp, Coinbase, Cursor. 40,000+ product teams. SOC 2, HIPAA, GDPR.

Microcopy

Takes minutes. Import from Jira or GitHub Issues when you are ready — or talk to us about a pilot.

6. Five alternate headlines

1. **Jira taught your org to track work. Linear is how product teams finish it.**
For the incumbent-switcher. Names the enemy. Use if paid traffic is “Jira alternative.”
 2. **Your engineers got 10× faster. Your tracker didn’t.**
For the AI-coding moment. The switch-page argument, without the manifesto.
 3. **40,000 product teams. 3.3× faster resolution. One system for humans and agents.**
Proof-first. Leads with numbers Linear already owns.
 4. **Stop configuring. Start shipping — with your agents in the same queue.**
Anti-Jira-admin. Attacks customization-as-a-feature.
 5. **The free issue tracker that doesn’t cap you at 10 people.**
Bottom-up PLG. Weaponizes the Free-plan shape Jira and Shortcut cannot match. Pair with “250 issues, then \$10/user.”
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Ship notes

Two edits if nothing else ships: put **3.3× faster resolution** in the hero, and change the button to **Start free — no credit card**. Fix the 20k/40k line this week. Print monthly next to yearly on /pricing.

End of sample. Original teardown from live public pages, 30 Aug 2026. Not affiliated with Linear, Atlassian, or Shortcut.