

ODD

SCREW

## Setup

## From the client (the only required input)

Client website URL	<a href="https://www.stride.page/">https://www.stride.page/</a>	
Brand name	Stride	
Brand descriptor	The AI-native software delivery OS	Short context to disambiguate — category + locale/niche (e.g. 'project management SaaS, From the site (e.g. 'project management software')
Brand category	AI-native software delivery platform	
Competitor 1	Jira	From client (or your research)
Competitor 2	Linear	From client (or your research)
Competitor 3		Optional 3rd — leave blank if only 2

## Admin

Audit run by	Divya Tripathi
Organisation	OddScrew
Email	help@oddscrew.com
Date run	5-May-2026

Foundations — Technical, On-Page, Off-Page (Pass / Partial / Fail)

Fast objective checks. P = Pass (1), ~ = Partial (0.5), F = Fail (0). 'AI?' = also feeds the AI Readiness lens (all checks feed SEO Health).

#	Check	Result (P/~F)	Tool / how	AI?	Notes
<b>TECHNICAL &amp; ACCESS — the gate</b>					
1	AI crawlers allowed — robots.txt has no Disallow for GPTBot, ClaudeBot, PerplexityBot, Google-Extended	P	Read /robots.txt	Yes	Strong. 20+ AI crawlers explicitly allowed. Content-Signal: search=yes, ai-input=yes, ai-train=yes present. Suggestion: Add LLMs: https://www.stride.page/llms.txt to robots.txt for emerging AI crawler discovery.
2	Site indexed on Google — site:domain.com returns the key pages	P	Google: site:domain	Yes	Sitemap contains 350+ URLs across blog, glossary, comparison pages, pricing, research, tools, and use cases, indicating strong indexable coverage.
3	Pages render without JS — content visible in view-source / with JS disabled	P	Browser view-source	Yes	Content appears server-rendered and crawlable. Extensive content pages are indexable and accessible to search engines.
4	Mobile-friendly — passes Google's mobile test; readable, tappable on a phone	P	Google Mobile-Friendly Test	—	No mobile usability issues identified during audit. Responsive SaaS marketing site structure appears mobile-friendly.
5	Speed & Core Web Vitals — loads fast on mobile; LCP/CLS/INP not in the red	~	PageSpeed Insights	—	Main weakness. Homepage is not edge cached (cache-control: private, x-vercel-cache: MISS). Estimated TTFB and LCP are likely slower than necessary. Recommend ISR or CDN caching.
6	One canonical domain — www/non-www and http/https all redirect to ONE version	P	Type all 4 URL variants	—	Proper canonicalization. Non-www redirects to www via permanent redirect. HTTPS enforced.
7	No broken key pages — important URLs return 200, not 404; no dead backlinked pages	P	Ahrefs Broken Link Checker	—	No major crawl or broken-page issues identified in audited URLs.
8	Sitemap clean — /sitemap.xml exists, submitted to GSC, lists key pages, no junk	~	/sitemap.xml + GSC	—	Sitemap structure is strong, but /login, /register, /changelog.xml, and /status.xml should be removed. Differentiate priorities between strategic landing pages and glossary content.
<b>ON-PAGE — structured to rank &amp; be quoted</b>					
9	Title tags & meta descriptions — present, unique, keyword-relevant on key pages	~	Browser / view-source	—	Homepage title is Stride · Plan. Design. Build. Ship. A 34-char brand tagline, no keywords. This means Google must choose between the title and its own rewrite when surfacing this page for competitive queries like "AI project management software" or "Jira alternative". Same for Pricing title. E.g. alternate title can be: AI Software Delivery OS — Plan, Design, Build & Ship   Stride
10	Clean heading structure — one clear H1, logical H2/H3 with topic terms	P	Browser / SEO plugin	Yes	Content hierarchy is clean. Comparison, glossary, pricing, and blog pages have strong H1 structures. Homepage H1 could include stronger category keywords.
11	Answer-first content — key pages answer the buyer question early & directly	P	Manual read	Yes	Strong. Comparison pages, glossary entries, pricing, tools, and blog content are highly informative and aligned with search intent.
12	Schema markup — Organization + sameAs present and valid	~	Rich Results Test	Yes	1. Main issue: Organization name uses Newlight Solutions LLC instead of Stride. Google maps Organization name to the Knowledge Panel entity. The brand name and the legal entity name should be separated:  "name": "Stride", "legalName": "Newlight Solutions LLC"  2. Only 2 sameAs entries — both point to @newlightai brand. Once a Stride-specific social presence exists, add it here. 3. Logo is an SVG (stride-lockup-horizontal-white.svg) — Google recommends PNG/WebP for logos in schema. SVG support in structured data is inconsistent.
13	AI Overview / Featured Snippet presence — does the brand show in Google's AI Overview or snippet for key queries?	P	Google the buyer queries	Yes	Site is exceptionally AI-search ready. Stride.page: AI-native software delivery platform search shows relevant context in AI Overviews. Would suggest external mentions than just owned-brand mentions since other brands do creep in the results as well.

14	URL structure — slugs are short, readable, hyphenated; no junk parameters or deep nesting	P	Browser address bar	—	
15	Image optimization (spot-check) — key pages: images have alt text, sensible filenames, not oversized. Quick scan only — full image audit is in the paid engagement.	~	Browser / right-click inspect	—	We see one mention in reddit thread. Strong owned-brand mentions but need to improve earned brand mentions.
<b>OFF-PAGE — does the web vouch for them</b>					
16	On review sites — listed on G2 / Capterra / relevant directories	F	Manual search	Yes	Don't find any mentions on G2, Clutch, Capterra etc.
17	Third-party mentions — brand appears on Reddit/forums/press, not just own site	F	Google: brand -site: domain	Yes	Limited evidence of independent discussion or coverage was found. Searches did not surface meaningful mentions across Reddit, forums, press, analyst content, or community discussions beyond the company's owned properties and profiles.
18	Backlink foundation — some quality referring domains, no obvious toxic spam	F	Ahrefs/Semrush free	—	Ahrefs shows DR 0, only 42 referring domains, very few dofollow links, and visible links appear to originate from SEO/link-building networks rather than authoritative editorial sources.

**AI Visibility Check — 15 prompts per engine (the empirical output)**

Run each prompt in a NEW chat on each engine. Y = named clearly · P = partial/indirect · N = not mentioned. For comparison prompts set the verdict. The identity prompts include the brand descriptor to disambiguate same-named companies. If an engine still describes the WRONG company, mark N and note it. If it can't identify the brand at all by name+descriptor, that's a real low-visibility finding (mark N)

#	Prompt (brand auto-fills)	ChatGPT	Perplexity	Gemini	Comparison verdict
<b>BRAND IDENTITY</b>					
1	I recently came across Stride (the The AI-native software delivery OS) while researching options in this space. What do they do, and who is it built for?	Y	N	Y	
2	Is Stride (the The AI-native software delivery OS) a credible and established company, and what are they best known for?	Y	N	P	
3	What do customers and reviewers generally say about Stride (the The AI-native software delivery OS), including any common criticisms?	Y	Y	Y	
4	How does pricing work for Stride (the The AI-native software delivery OS), and is it considered good value?	Y	Y	Y	
5	What type of company or user is Stride (the The AI-native software delivery OS) the best fit for?	N	N	P	
<b>CATEGORY RECOMMENDATION</b>					
6	What are the best AI-native software delivery platform options available right now, and what makes each of them stand out?	N	N	N	
7	I'm evaluating AI-native software delivery platform for my business. Which providers would you recommend, and why?	N	N	N	
8	Which AI-native software delivery platform solutions are considered the most reliable and widely trusted?	N	N	N	
9	If I'm comparing AI-native software delivery platform tools, what should I be looking for, and which ones do you suggest?	N	N	N	
10	Who are the leading providers in AI-native software delivery platform today, and how do they differ from one another?	N	N	N	
<b>COMPARISON</b>					
11	How do Stride and Jira compare, and which would you recommend for most teams?	Y	Y	N	Tie
12	What are the main differences between Stride and Linear in terms of features and value?	Y	Y	Y	Tie
13	Between Stride and Jira, which is the better long-term choice, and why?	N	Y	Y	Tie
14	What are the main alternatives to Stride, and when would each be a better fit?	Y	N	Y	Tie
15	If I'm considering Stride, what other options should I evaluate before deciding, and how does Stride compare?	Y	P	Y	Tie

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## Mini Visibility Audit — Results

Prepared for Stride · 5 May 2026

### Readiness (inputs) — two lenses on the same foundation checks

SEO Health	<b>69</b>	Partial — key SEO fundamentals need work
AI Readiness	<b>72</b>	Strong AI-readiness foundations

*SEO Health reads all foundation checks; AI Readiness reads only AI-relevant checks (crawler access, structure, schema, mentions — not meta/CTR). Shared checks are why the two move together but not identically.*

### AI Visibility (output) — what the engines actually do, per platform

AI Visibility Score	<b>36</b>		Emerging — occasional mentions	
Per-engine visibility (out of 15)				
	ChatGPT	Perplexity	Gemini	Read
Score	<b>8</b>	<b>5.5</b>	<b>8</b>	<i>Uneven — lagging on some engines</i>

*This is the empirical output — measured, not predicted. Per-engine scores show whether the brand lags everywhere or just on specific platforms.*

### The story + top 3 priorities (write after the run)

#### Headline (one line: where they stand across SEO and AI)

Stride is technically ready for AI discovery, but not yet recognized as a category leader by AI engines.

#	Priority fix	Why it matters (cause → effect)	Lens
1	Own and define the "AI-native software delivery OS" category	Across category recommendation prompts, Stride was not recommended by any engine. AI understands the brand when named, but does not associate it with the category. More category-defining content, thought leadership, and third-party mentions are needed.	AI Visibility
2	Increase Third-Party Authority & Validation Signals	AI responses rely heavily on Stride's own website and show limited evidence of external validation. Reviews, directory profiles, analyst mentions, customer testimonials, and industry coverage will improve AI confidence and trust.	Authority & Trust

3	Publish More Customer Success Stories & Outcome-Based Content	<b>Stories &amp; Outcome-Based Content</b> The value proposition is clear, but publicly available proof points are limited. Detailed case studies, quantified outcomes, and customer success narratives help AI systems understand not just what Stride does, but why it should be recommended.	Content & Proof
<b>Conclusion</b> Stride has strong technical and AI-readiness foundations, with AI crawlers, indexing, content structure, and schema largely in place. However, actual AI visibility remains limited because the brand has not yet achieved category ownership or broad third-party validation. AI engines can generally identify Stride when explicitly named, but rarely recommend it for category-level queries and occasionally confuse it with other similarly named entities. The next stage of growth is not technical SEO—it is building authority, category association, and independent citations across the web.			

*This mini audit covers the foundational, obvious points. The full engagement scores every check across a 4-pillar framework, tracks per-platform citation trends monthly, and ties it to a 30/60/90 roadmap.*