ToolGPA

NOVEMBER 2026

Linkup

The Insider's Guide

Pay-per-request web search and fetch API for AI agents



Every plan, grade, refund rule and rival among SERP and SEO data APIs, read from Linkup's own pages.

Made by Linkup · checked Nov 12, 2026 · toolgpa.com

2.4

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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Linkup's own pages, its app-store listings and our grades. Every fact in it is on Linkup's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.4

GPA, above 21 of the 48 other SERP and SEO data APIs we grade

Linkup is an API that gives AI agents and applications web search, page fetching and asynchronous deep research. It bills each successful request against a prepaid account balance instead of selling monthly plans, and it publishes the per-request price of every endpoint and depth setting.

> "
>
> **It is an API with a key and code to write.**
>
> From our grade for ease of use

To get you started, here are **8 things to know about Linkup**, taken from its own pages and our grades.

1 **Best for web search with sources for AI agents**

Linkup is a web search API for AI agents with sourced answers, a fetch endpoint and a research endpoint.

2 **There is a free plan**

New accounts with a professional email get $20 of credit, topped back up to $20 each month for eligible accounts.

3 **It runs on Web**

Web.

4 **Search endpoint**

Web search for agent tool calls. Flash, fast and standard depths cost $0.005 a call and deep costs $0.05 for raw results.

5 **Sourced answers and structured output**

The search endpoint can return a sourced answer or output shaped to a schema, at $0.001 to $0.005 more than raw results.

6 **Fetch endpoint**

Gets a URL's content as Markdown, from $0.001 per call without JavaScript rendering up to $0.01 with pro mode and rendering.

7 **A 2.4 GPA, above 21 of 48**

That is against the other SERP and SEO data APIs we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

To replace Linkup you would be making search results fetched at scale from many countries without being blocked. That is not a weekend's work, with an AI app builder or without one.

Linkup at a glance

PRICING Free plan	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Linkup	CATEGORY SERP & SEO Data APIs
OUR GRADE 2.4 GPA, fair	

The report card

Best for web search with sources for AI agents

Linkup is a web search API for AI agents with sourced answers, a fetch endpoint and a research endpoint. There is no monthly plan, so you pay per call from a prepaid balance, and the free $20 credit needs a professional email.

TOOLGPA REPORT CARD

Linkup

Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Pay per call from a prepaid balance at about $0.005 a search, with no flat plan to compare with this category's $19 to $44.
Free plan and trial	B	$20 of credit on sign-up, topped back up to $20 each month for eligible accounts, about 4,000 searches. One person could live on that.
Features	C	Search, sourced answers, fetch and research endpoints. Zero data retention is only on the Enterprise plan.
Ease of use	C	No store rating on record. It is an API with a key and code to write.
Platforms and integrations	B	Web only, but it lists LangChain, LlamaIndex, CrewAI, Vercel AI SDK, Composio, Hugging Face and Agno.

Grade point average Fair, out of 4.0 **2.4**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Linkup is for

- ✓ Fits if an agent needs web search with sources attached
- ✓ Works for people who would rather pay per call than per month

Who it is not for

- ✕ Not for you if you want a fixed monthly bill, since spend follows usage
- ✕ Skip it if you have no work email, as the free credit asks for a professional one
- ✕ Watch out: zero data retention and the private environment are Enterprise only
- ✕ Watch out: the page says 4,000 free queries while the docs call it $20 of credit

Good to know

Good for

- ✓ Developers who want to pay per request with no subscription
- ✓ AI agents that need search, fetch and research behind one API
- ✓ Teams moving off another search API, with docs on migrating from Tavily, Exa and SerpAPI

Worth knowing

- ⓘ There is no monthly plan: each successful call draws down a prepaid balance, so spend follows usage.
- ⓘ The pricing page says 'Run 4,000 queries for free'; the docs describe it as $20 of credit, which covers 4,000 searches at $0.005.
- ⓘ Zero-data retention is offered only on the Enterprise plan; SOC 2 Type II is stated to be on all plans.
- ⓘ It is a general web search API, not an SEO tool: it has no rank tracking or keyword data.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

2
plans to choose from

Linkup has a free plan.

FREE CREDIT

$0

$20 of credit on sign-up with a professional email; docs say eligible accounts are topped back up to $20 monthly.

ENTERPRISE

Custom

Custom pricing, private environment, SOC 2 Type II, zero-data retention, SLA and dedicated support.

The free plan

New accounts with a professional email get $20 of credit, topped back up to $20 each month for eligible accounts.

Read from linkup.so on Nov 12, 2026.

Ways to pay less

STARTUPS

$5,000 in free credits for startups

The pricing page invites startups to apply for $5,000 in free credits.

Stated on linkup.so

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Pay-per-request web search and fetch API for AI agents. Here is what it does, as its own site describes it, and what it covers: public API, AI search, AI agents, research, sERP API.

> **Search, sourced answers, fetch and research endpoints.**
>
> From our grade for features

Search endpoint

Web search for agent tool calls. Flash, fast and standard depths cost $0.005 a call and deep costs $0.05 for raw results.

Sourced answers and structured output

The search endpoint can return a sourced answer or output shaped to a schema, at $0.001 to $0.005 more than raw results.

Fetch endpoint

Gets a URL's content as Markdown, from $0.001 per call without JavaScript rendering up to $0.01 with pro mode and rendering.

Research endpoint

Asynchronous deep research billed by reasoning depth: $0.25 for S, $0.50 for M, $1.50 for L and $2.50 for XL.

Agent integrations

Docs cover an MCP server and guides for LangChain, LlamaIndex, CrewAI, the Vercel AI SDK and Composio.

Where it runs

Web

What it works with

LangChain
LlamaIndex
CrewAI
Vercel AI SDK
Composio
Hugging Face
Agno

Linkup is made by Linkup.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

21/48

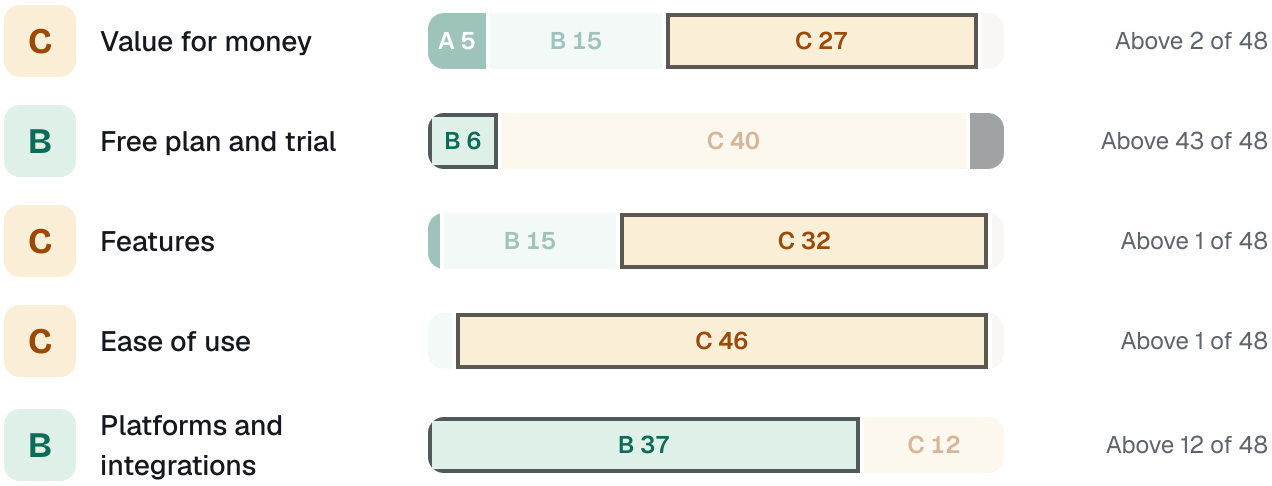
Other SERP and SEO data APIs it is graded above

Linkup's GPA of 2.4 is higher than 21 of the 48 other SERP and SEO data APIs we grade, and level with 17.

It stands best on free plan and trial (B, above 43 of 48) and worst on features (C, above 1).

Each grade against the category

Every bar is all 49 SERP and SEO data APIs we grade, cut by the letter each got. Linkup's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Linkup you would be making search results fetched at scale from many countries without being blocked. That is not a weekend's work, with an AI app builder or without one.

What you could not

- ✕ Search results fetched at scale from many countries without being blocked.
- ✕ A search engine with an AI model behind it.
- ✕ A library of papers and sources to search.
- ✕ An AI agent, with the models and the safeguards behind it.
- ✕ It plugs into other products, LangChain, LlamaIndex and CrewAI among them, and has an API.

What this rests on. Linkup's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Tavily, Firecrawl, Brave Search API, Serper and DataForSEO

The 5 tools Linkup is most often weighed against, with where each one differs from it.

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Tavily

Free plan · from $30/mo

Web search, extract and crawl API built for AI agents.

Linkup and Tavily compared in full

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Firecrawl

Free plan · from $16/mo

Web search, scrape and crawl API that returns LLM-ready data.

- Firecrawl is open source and self-hostable, according to its own site.
- Linkup also covers AI search and research.

Linkup and Firecrawl compared in full

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Brave Search API

Free plan

Web search API from Brave's own index, built for AI agents and apps.

- Linkup also covers AI search, AI agents and research.

Linkup and Brave Search API compared in full



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Serper

Free trial · from $50 one-time

Google search results API sold in prepaid credit packs.

- Linkup has a free plan. Serper does not, though it has a free trial.
- Linkup also covers AI search, AI agents and research.

Linkup and Serper compared in full



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GPA

DataForSEO

Free trial · from $50

Pay-as-you-go APIs for SERP, keyword, backlink and AI mention data.

- Linkup has a free plan. DataForSEO does not, though it has a free trial.
- Linkup also covers AI search, AI agents and research.
- DataForSEO also covers keyword research, site audit, backlink analysis and AI search visibility.

Linkup and DataForSEO compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Linkup free?

Linkup has a free plan. New accounts with a professional email get $20 of credit, topped back up to $20 each month for eligible accounts.

How much does Linkup cost?

Linkup lists 2 plans. Free credit: $0.

What platforms does Linkup work on?

Linkup is available on Web.

Does Linkup offer any discounts?

Linkup publicly lists the following: $5,000 in free credits for startups.

Does Linkup have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Linkup is listed for Web.

Does Linkup have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Linkup is listed for Web.

Is Linkup open source?

Linkup is not described as open source on its own site, as read on Nov 12, 2026.

Does Linkup have an API?

Yes. Linkup offers a public API, according to its own site.

What does Linkup integrate with?

Linkup's listing names LangChain, LlamaIndex, CrewAI, Vercel AI SDK, Composio, Hugging Face and Agno.

Who makes Linkup?

Linkup is made by a company of the same name.

What are the alternatives to Linkup?

The closest alternatives to Linkup in our directory are Tavily, Firecrawl, Brave Search API, Serper and DataForSEO.

How does Linkup compare with other SERP and SEO data APIs?

Linkup's GPA of 2.4 is higher than 21 of the 48 other SERP and SEO data APIs we grade, and level with 17.

Could I make my own version of Linkup?

To replace Linkup you would be making search results fetched at scale from many countries without being blocked.

Where this guide comes from

The prices, plans, platforms and features were read from Linkup's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Linkup's own pages on 12 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Linkup. Prices change, so check linkup.so before you buy.

linkup.so/pricing
linkup.so/about
docs.linkup.so/llms.txt
linkup.so
docs.linkup.so/pages/documentation/platform/pri…

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

5,038

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Linkup, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/linkup

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

```
ToolGPA, "Linkup: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/linkup
```

Know someone choosing between SERP and SEO data APIs?

Send them this guide: toolgpa.com/tools/linkup/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded SERP and SEO data APIs after Linkup, each with an Insider's Guide of its own.

SERP & SEO Data APIs Insider's Guide

Every one of the 49 SERP and SEO data APIs we grade, compared

Apify Insider's Guide

Scraping platform with a store of ready-made Actors, Google included

2.8 GPA

DataForSEO Insider's Guide

Pay-as-you-go APIs for SERP, keyword, backlink and AI mention data

2.8 GPA

Decodo SERP Scraping API Insider's Guide

SERP scraping for Google, Bing and more, inside a web data API

2.8 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Linkup's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Linkup is a trademark of its owner, and this guide is not made, paid for or approved by Linkup. Prices and plans change: check linkup.so before you buy.