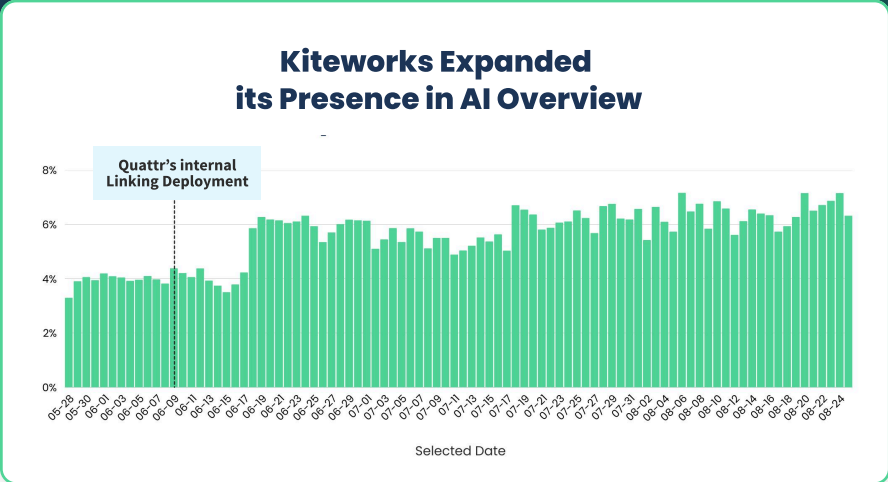


79% More AI Search Citations

How Kiteworks Used Quattr's Intelligent Internal Linking to Win AI Search

The Enterprise Challenge of Scaling Internal Linking

Google's AI Overviews now appear on almost half of all searches, but Kiteworks wasn't getting cited. Their links couldn't signal content value to AI systems.



The Real Issues

- 53,000 static links blocking discoverability.
- Anchor text missing real search intent.
- Pages going unindexed while traffic declined.
- Global content complexity & fragmented measurement.

The Solution Quattr's Living Link Graph

Quattr transformed Kiteworks' internal linking into a self-optimizing system, constantly refreshing links, aligning anchor text with real demand, and connecting users to the most relevant content. Here's how:

Semantic Matching with AI	Real-Time GSC Signals	Automated Updates at Scale	Strategic Placement
Links matched by true context & meaning, not just keywords.	Live demand data generated dynamic, intent-rich anchor text.	WordPress SDK + API refreshed links sitewide as new content went live.	Context-aware modules (sidebars, end-of-scroll, cross-funnel) replaced static "recent posts" with links that deepened authority and guided journeys.

Internal links that adapt automatically, stay relevant, and strengthen both discoverability and authority at scale.

Results - Enterprise SEO Growth Delivered

- +30%** Indexed Pages
Decline reversed in 8 weeks
- +79%** AI Overview Presence
Citation rate 20% higher than baseline within 1 week
- +22%** Top-3 Rankings
Increased visibility where it matters
- +18%** Unique Keywords Ranking
Broader SERP footprint

