

How Quattr's Internal Linking API Drove a

237% Crawl Discover Spike

& a 9.2% Permanent Lift



Case Study

The Challenge – Millions of Pages, Zero Crawler Guidance

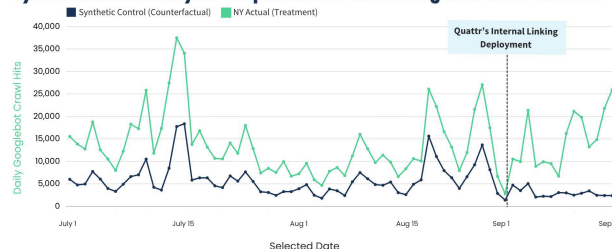
This legal intelligence platform published thousands of court cases daily. The more it published, the harder it became for Google to discover and crawl its high-value content.

The Pattern

- New cases took weeks to appear in Google search results
- Page updates went undetected by crawlers for days
- Crawled pages underperforming
- Manual linking couldn't scale

Bottom Line: Without semantic connections, Google treated millions of unique cases as undifferentiated content and crawled them inefficiently.

Synthetic Crawl Analysis – Impact of Internal Linking on Crawler Behavior



Impact of Internal Linking on Google Crawl Behavior

The Solution – Quattr's Autonomous Linking API

Controlled Experiment Design

50,000 New York pages treated, with Florida and Massachusetts as untouched controls to prove causality.

Semantic Analysis

Read actual content meaning to map topic relationships across cases, not keywords or metadata.

Demand-Driven Anchor Text

Pulled real GSC search queries as anchor text, telling crawlers exactly what each link leads to.

Continuous Learning

Monitored crawler response through log files and reinforced discovery paths automatically.

Results – From Crawler Spike to Sustained Discovery

237% Googlebot crawl increase within 48 hours of deployment

394% peak crawl exploration across weeks 2 and 3

9.2% permanent lift, adding **259,000 extra crawls in 35 days**

15 to 19% more user clicks confirmed in a parallel test

From faster crawler discovery to sustained traffic. See how Autonomous Linking compounds visibility across millions of pages.

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