

37% Click Growth in 6 Weeks

How a Global Tech Brand Beat Algorithm Updates

The Challenge – Staying Visible in AI-First Search

This global consumer tech brand faced declining organic clicks despite quality content. Quarterly content cycles couldn't keep pace with AI-powered search.

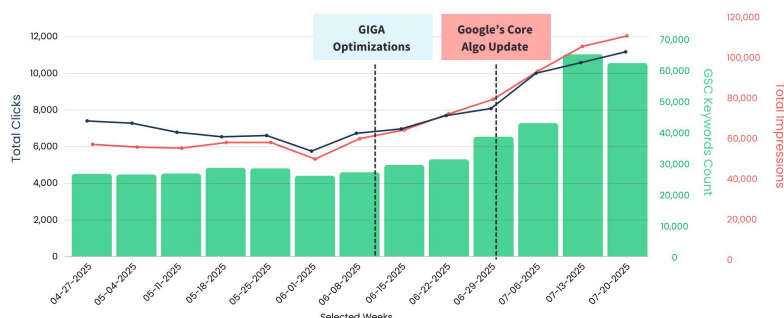
The Real Issues

Search shifts outpacing content updates

Millions of untapped queries buried in GSC data

Internal linking gaps limiting discoverability

Need to optimize for both Google and AI platforms (ChatGPT, Perplexity, AI Overviews)



Consumer Technology Brand Achieved 37% Click Growth in 6 Weeks

The Solution – Quattr's GIGA AI Agent

The team deployed Quattr's GIGA (Growth Intelligence, Guidance & Automation) agent to turn raw first-party data into precise optimization roadmaps.

Strategic Data Mining

90 days of GSC data clustered to identify 13 product-centric posts with the highest upside.

AI-Search Competitive Analysis

Benchmarked against Google, ChatGPT, Bing AI Mode, Perplexity, and AI Overviews to surface information gaps.

Semantic Internal Linking

Automated, context-aware links placed across the site with long-tail anchors to strengthen topical hubs.

Human + AI Workflow

AI-powered drafts reviewed and approved by the content team to ensure brand voice and accuracy.

Results – Growth That Survived the Core Google Update

Target Content Wins

- +37%** clicks in 6 weeks
- +52%** impressions on optimized posts
- +65%** ranking keywords expanding SERP footprint

Sitewide Impact

- +4% non-brand traffic despite June 2025 core update
- Authority distribution improved performance across non-optimized pages
- Content gained prominence across LLMs

