

How Quattr's Linking API Unlocked a

3.5 Million Click Potential

& Proved It at Scale



Case Study

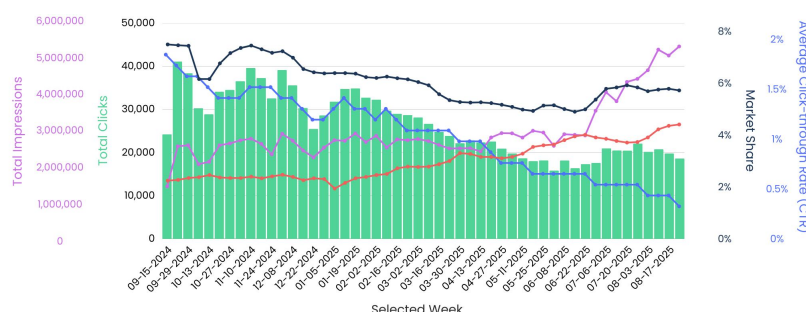
The Challenge – When Scale Breaks Relevance

This legal intelligence platform ran millions of programmatic court-data pages. The more it published, the harder it became for users and search engines to find what they needed.

The Pattern

- Manual linking was mathematically impossible across millions of pages
- Rule-based systems failed to maintain relevance as algorithms evolved
- Crawlers couldn't read site structure

Bottom Line: Rankings stagnated because fixed-attribute linking couldn't scale or adapt as thousands of new cases published daily.



Daily Uplift in Clicks for the Legal Intelligence Platform

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.

Vector Embeddings

Analyzed actual content to find semantic links across cases, not just keyword or URL patterns.

Real GSC Anchor Text

Pulled live search queries already driving traffic to build proven, demand-based anchor text.

Zero Manual Work

The API generates links continuously from XML and RSS feeds as new content is published.

Results – From Pilot to Platform Opportunity

12% organic click lift in the first week, validated against flat controls

15 to 19% daily uplift over 28 days when adjusted for controls

13,400 additional clicks captured during the full pilot period

3.5 million additional annual clicks projected platform-wide

From a controlled pilot to a validated growth engine. See how Autonomous Linking compounds traffic across millions of pages.

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