

From page two to position one. On Google. In AI.

A single unified strategy moved DCC Supply to **#1 across both channels**, lifting monthly revenue 36% and surviving the Google March 2026 core update without a scratch.

#1

GOOGLE RANK,
CORE KEYWORD

896

AI CITATIONS,
4 MODELS

+36%

REVENUE
MONTH-OVER-MONTH

+54%

SESSIONS
YEAR-OVER-YEAR

We were doing fine on Google. In a category where the top three results get the sale, fine is not enough. FancyAI did not move us up. They made us the answer.

— MARKETING LEAD, DCC SUPPLY

THE CLIENT

DCC Supply sells POS hardware, credit card terminals, and terminal stands in one of the most purchase-ready categories in e-commerce. Every visitor already knows what they need. The only question is which vendor wins the click.

THE CHALLENGE

The POS category is a search-intent game. Buyers type “credit card terminal for sale,” skim the top three results, and purchase. DCC Supply was buried on page two. AI answer engines added a second discovery layer where DCC Supply had minimal presence — no citations, no narrative, no position.

The Google March 2026 core update raised the pressure further. The POS category experienced significant volatility. DCC Supply needed durable authority, not short-term tactics that crumble under algorithm pressure.

THE APPROACH

FancyAI treats SEO and GEO as a single strategy. Not two workstreams. Not two vendors. One program, one roadmap, compounding into both channels at once. For DCC Supply, that meant parallel execution across search and answer engines.

10

PREMIUM BACKLINKS LIVE

47

CONTENT OPTIMIZATIONS

6

NEW BLOG ARTICLES

100

PROMPTS MONITORED
CONTINUOUSLY

Visibility was tracked across **GPT-5.1, Claude 4.5 Sonnet, Gemini 2.5 Pro, and Sonar**. Every signal that AI engines weight — entity clarity, citation density, structured proof, corroborating mentions — was engineered in parallel with classical SEO authority work.

THE RESULTS

#1 Google ranking on the core commercial keyword. **896 AI citations** across four major models. **+36% revenue month-over-month**. **+54% sessions year-over-year**. And critically: when the Google March 2026 core update rolled out, DCC Supply held position while competitors took measurable hits.

The unified approach is what made the result durable. Authority compounds. Citations compound. The work that wins on Google is also the work that wins inside ChatGPT, Claude, Gemini, and Sonar. Run them as one program and both channels move at once.

WHAT'S NEXT

DCC Supply continues with FancyAI on a monthly Visibility cadence — ongoing citation graph development, editorial placements, and structured content optimization. The AI Readiness Index (ARI) baseline is now monitored weekly, and every sprint moves it.

We thought GEO was a separate budget. Turns out it was the same work. We just needed someone who could run it.

— MARKETING LEAD, DCC SUPPLY