



Fisher Agency Expands Website Design to Modernize Older Business Sites

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Fisher Agency, a marketing and design firm in Jacksonville, Florida, has expanded its website design service to modernize older business sites to the technical and user-experience standards that now shape how a site appears in both search results and AI-generated answers. Business owners whose sites were built before those standards took hold are finding structure, page speed, and structured data rebuilt as ranking factors through Fisher Agency's design and development team, which treats the rebuild and search performance as a single body of work.

The service opens with an assessment of a site's existing structure, loading performance, and mobile behavior to identify what is holding it back. From that baseline, the agency rebuilds the site with responsive, mobile-first layouts, reorganizes information architecture around the questions an audience actually searches, and restructures on-page content so that search engines and answer engines can read it. Every website design project incorporates schema markup, page speed and Core Web Vitals optimization, and usability work applied across templates and individual pages. Existing copy is reviewed and reorganized to answer specific search queries directly rather than replaced wholesale.

The shift the service responds to is documented. According to Google, Core Web Vitals ? a set of measurements covering loading speed, interactivity, and visual stability ? function as a ranking signal, tying a site's technical performance directly to its position in search results. Research from the Pew Research Center has found that the share of Google searches sending users on to outside websites declines when an AI-generated summary appears at the top of the results page. Structured data, meanwhile, helps automated systems identify what a business does and match it to the queries it should be targeting.

Fisher Agency was founded in Jacksonville in 1989 and has worked in digital marketing and traditional advertising for more than 35 years. The firm is woman-owned, a certified Minority Business, and a HIPAA-certified member of Associated Medical Office Experts, and it belongs to the Savvy Partner family of brands. Its client industries include healthcare, dental practices, construction, manufacturing, financial and professional services, government, and business-to-business companies.

A well-built site now feeds visibility across several surfaces at once. A rebuilt site's structure and speed influence not only traditional Google rankings but also placement in Google Maps results and citations inside AI tools such as ChatGPT and Perplexity, where answer engine optimization and search engine optimization increasingly draw on the same technical foundation. Fisher Agency positions website design and development alongside its search engine optimization and AI search optimization services, so that the rebuilt site supports the visibility work that follows.

"Many business sites were built for how the web looked years ago, and the structure underneath them now decides how search engines and AI systems read the business," said Erin Gordon, CEO of Fisher Agency. "Updating a site is the point where clean code, schema markup, fast load times, and accurate content get rebuilt together, which are the same foundations that support a Google ranking and a citation in an AI-generated answer. Designing for both has become part of the build rather than a separate step afterward."

Businesses in Jacksonville, Ponte Vedra Beach, St. Augustine, Orange Park, and Amelia Island can review the expanded website design service and request additional information by visiting the Fisher Agency website or contacting the agency's Jacksonville office.

About Fisher Agency

Fisher Agency is a full-service marketing and design firm in Jacksonville, Florida, founded in 1989. The website design agency provides design and development, branding, graphic design, lead generation, digital marketing, advertising campaigns, search engine optimization, and AI search optimization for clients across Northeast Florida and the United States. Fisher Agency is woman-owned, a certified Minority Business, and a

member of the Savvy Partner family of brands.

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Fisher Agency

Fisher Agency is a Jacksonville, FL marketing and website design agency delivering SEO services, branding, advertising, and lead generation since 1989. We help businesses rank higher and turn organic search into qualified leads.

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