



Fisher Agency Centers Website Design on Page Speed and Core Web Vitals

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Business owners whose websites load slowly and were built before current mobile and technical standards are finding those sites rebuilt for speed through Fisher Agency's website design service. The Jacksonville, Florida marketing and design firm has centered that service on page speed and Core Web Vitals, the technical measurements that now influence how a site ranks in search results and appears in AI-generated answers.

The service begins with an assessment of a site's existing loading performance, mobile behavior, and structure to identify what holds it back. From that baseline, the firm rebuilds the site with responsive, mobile-first layouts, reorganizes information architecture around the questions an audience searches, and applies page speed and Core Web Vitals optimization across templates and individual pages. Existing copy is reviewed and reorganized to answer specific search queries directly rather than replaced wholesale, and schema markup and usability work are incorporated into each project so that search engines and answer engines can read the rebuilt pages.

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 that ties a site's technical performance 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 reach, which is why schema markup is applied during the rebuild rather than added later.

Fisher Agency was founded in Jacksonville in 1989 and has worked in digital marketing and 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 website design and development work serves clients across Northeast Florida, including Jacksonville, Ponte Vedra Beach, St. Augustine, Orange Park, and Amelia Island.

Site performance now feeds visibility across several surfaces at once. A rebuilt site's structure and speed influence not only 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 page speed and Core Web Vitals work as part of the build rather than a step applied afterward.

"Many business sites were built for how the web looked years ago, and the code underneath them now decides how quickly they load and how search engines and AI systems read them," said Erin Gordon, CEO of Fisher Agency. "Rebuilding a site is the point where page speed, Core Web Vitals, clean code, and schema markup get addressed together, which are the same technical foundations behind a search ranking and a citation in an AI-generated answer. Designing for that performance has become part of the build."

Businesses in Jacksonville, Ponte Vedra Beach, St. Augustine, Orange Park, and Amelia Island can review the 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 firm provides website design and development, branding, graphic design, lead generation, digital marketing, advertising, 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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