



Fisher Agency Expands SEO Services to Cover AI Search Optimization

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Fisher Agency has expanded its SEO services program to cover optimization for AI-generated answers, responding to a measurable decline in the share of Google searches that send visitors on to business websites. The Jacksonville, Florida marketing agency now treats search engine optimization and answer engine optimization as a single body of work for clients across Northeast Florida.

The expanded SEO services program opens with SEO audit services, covering technical, on-page and off-page audits that establish a baseline before optimization begins. From that baseline, the agency builds a content strategy around search intent, mapping the keywords and questions an audience actually searches, then applies on-page and off-page SEO optimization across the site. Work spans technical SEO services, local SEO services, ecommerce SEO services and SEO content services, along with schema markup, meta descriptions, page speed, usability and user experience changes that affect search engines and large language models (LLMs) alike.

The shift the program addresses is documented. A Pew Research Center analysis of browsing data from 900 U.S. adults found that Google users clicked a traditional search result 8 percent of the time on pages carrying an AI summary, compared with 15 percent on pages without one, and that links inside those summaries were clicked on 1 percent of visits. Pew also reported that roughly 18 percent of the Google searches it tracked in March 2025 returned an AI-generated summary, and that longer, question-style queries triggered summaries most often.

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. Its client industries include healthcare, dental practices, construction, manufacturing, financial and professional services, government and B2B companies.

Businesses now weigh in-house staffing against outsourcing as the number of surfaces carrying organic visibility continues to grow. Ranking work that once centered on Google search results now extends to Google Maps listings, answer engine optimization (AEO) and citations inside tools such as ChatGPT and Perplexity. Backlinks from reputable domains remain a signal of authority and credibility, while structured data helps AI systems identify what a business does and which queries it should be targeting.

The SEO services Fisher Agency delivers connect keyword research, content creation, copywriting and SEO link building into one strategic program rather than a series of separate campaigns. SEO strategy services and SEO consulting services are also offered to clients whose marketing teams handle execution internally.

Reporting tracks organic rankings, qualified traffic, conversions and lead generation, with monthly analytics reviews, competitor analysis and monitoring of where client brands are cited in AI answers. SEO reporting services tie SEO performance to return on investment (ROI) rather than rankings alone, and account for algorithm updates that change how search results and AI summaries are assembled. SEO audits are repeated as sites and search behavior change.

"Search behavior is changing faster than most marketing plans account for," said Erin Gordon, CEO of Fisher Agency. "The technical foundations behind a Google ranking, including clean structure, schema markup, page speed and accurate content, are the same ones that decide whether a business gets cited in an AI-generated answer. The expanded program treats that as one job instead of two."

Businesses in Jacksonville, Ponte Vedra Beach, St. Augustine, Orange Park and Amelia Island can review the expanded SEO services program and request further 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 agency provides website design and development, branding, graphic design, lead generation, digital marketing, advertising campaigns, search engine optimization and AI search optimization for clients in Northeast Florida and across 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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