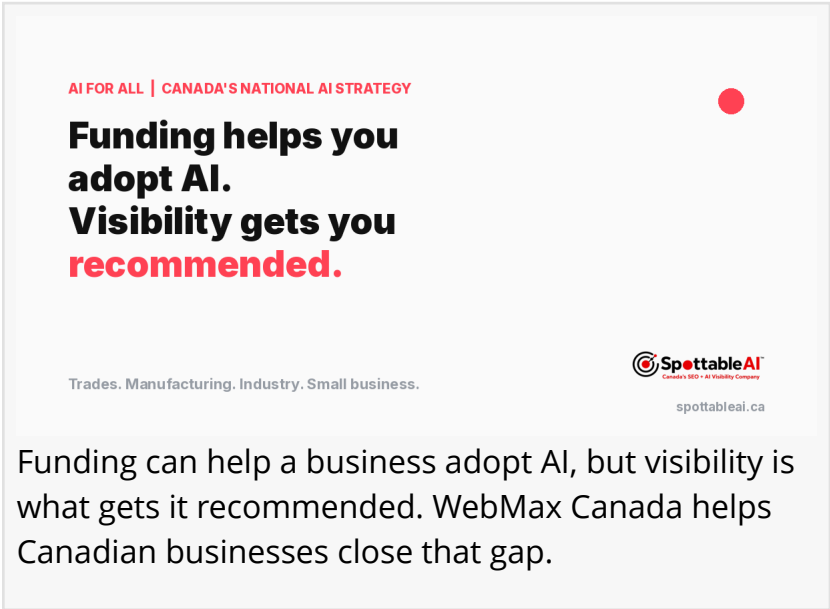


Ottawa's 'AI for All' Brings New Support for Canadian Trades and Manufacturers Adopting AI

Canada's "AI for All" commits to helping small businesses adopt AI. WebMax Canada offers trades, manufacturing and service businesses a free readiness roadmap.

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/EINPresswire.com/ -- Canada's new national artificial intelligence strategy, "AI for All," commits to helping small and medium-sized businesses adopt AI, and the ones that prepare early are likely to be best positioned when the support programs are defined.



AI FOR ALL | CANADA'S NATIONAL AI STRATEGY

Funding helps you adopt AI.
Visibility gets you recommended.

Trades. Manufacturing. Industry. Small business.

 **Spottable AI**
Canada's SME - AI Visibility Company
spottableai.ca

Funding can help a business adopt AI, but visibility is what gets it recommended. WebMax Canada helps Canadian businesses close that gap.

Launched in Toronto on June 4 by Prime Minister Mark Carney, the strategy aims to add nearly \$200 billion to the economy and create up to 250,000 AI-related jobs, while raising business AI adoption from about 12 percent to 60 percent by 2034. Its third pillar, "Powering AI adoption,"



Federal support can help a business adopt AI. It cannot, on its own, make AI recommend that business to a customer. That gap is what we help businesses close."

*Susan Jones, Co-Founder,
WebMax Canada*

commits to supporting accelerated adoption among small and medium-sized businesses in priority sectors that the government lists as including manufacturing, energy, transportation, agriculture, and robotics. The full strategy overview is published by the federal government at ised-isde.canada.ca.

The government describes this help as "SME and business adoption supports." The specific programs, funding mechanisms, and eligibility have not yet been detailed, and support of this kind has historically taken forms that include grants, financing, and training. Businesses that

prepare early may be better positioned to pursue that support once the programs are defined.

For the contractors, fabricators, resource operators, manufacturers, and service businesses that anchor much of the country's economy, that timeline raises a practical question. When the programs are finalized, which businesses will be ready to act, and which will be scrambling to catch up?

There is also a problem that funding alone will not solve. Federal support can help a business adopt AI. It cannot, on its own, make AI recommend that business to a customer. As buyers increasingly ask AI assistants to name a supplier, a contractor, or a local service business rather than scrolling a page of search results, those systems surface only the businesses whose online information they can clearly read and trust. A business with thin or inconsistent digital signals can be absent from the answer entirely, without ever knowing a prospective customer asked.

It is a gap that Canadian AI visibility specialists, including Victoria-based [WebMax Canada](#) and its [SpottableAI](#) service, say small businesses can begin closing now, well before any programs are in place. Research by KPMG Canada has found that fewer than a third of Canadian businesses have fully integrated AI across their core operations, even as the federal strategy targets 60 percent within a decade. In commercial centres from Vancouver and Calgary to Toronto and Halifax, where competition for industrial, trades, and service contracts is fiercest, the difference between being visible to AI and invisible to it can decide who gets the call.

"Most owners running a trades or manufacturing business shouldn't have to track how AI search is changing the way customers find them," said Susan Jones, co-founder of WebMax Canada. "What we can do is make sure that when these programs land, businesses are ready to move instead of starting from scratch. Preparation takes weeks. Support windows don't always wait."

To help businesses get ready, WebMax Canada is offering a no-charge assessment, an "[AI Visibility Roadmap](#)," that documents where a company stands today, how AI systems currently see it, and what it would need to address to be prepared when support opens. The wholly Canadian-owned company has worked in web design and search visibility for more than a decade. Its work spans traditional search engine optimization (SEO) and the newer disciplines of answer engine optimization (AEO) and generative engine optimization (GEO), the techniques that influence whether AI systems can find, understand, and surface a business at all.

"AI search is the newest version of a problem we've worked on for years, helping Canadian businesses get found by the people looking for them," said Mike Rothe, co-founder of WebMax Canada. "Seeing the strategy favour Canadian providers, we think local small businesses deserve a local partner to help them prepare."

For many small businesses, the task is straightforward but urgent: be visible and legible to the AI systems their customers already use, and be ready to act when support becomes available. The ones that prepare first, the company says, will move fastest.

WebMax Canada is making the no-charge AI Visibility Roadmap available to Canadian trades, manufacturing, industrial, and service businesses at spottableai.ca.

About WebMax Canada

WebMax Canada is a 100 percent Canadian-owned web design, SEO, Google Maps, and AI visibility company founded in 2016 and based in Victoria, BC, serving small businesses across Canada including Vancouver, Calgary, Toronto, and Halifax. With more than ten years in business, it is A+ accredited by the Better Business Bureau, Google Certified, 5-star rated across more than 75 verified reviews, and a Chamber of Commerce member. Its product SpottableAI helps Canadian businesses strengthen the signals that allow AI-assisted search to understand, reference, and consider them through SEO, AEO, and GEO. The company does not promise rankings or placement.

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