

WebMax Canada Cuts SEO and AI Visibility Fees 50% for Tariff-Hit Canadian Businesses

Three-month support for new and existing Canadian clients already feeling the impact of U.S. tariffs and trade uncertainty.

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“

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Susan Jones, Co-Founder and CEO, WebMax Canada

is reducing fees on its [SEO, AEO and AI Visibility plans](#) by 50% for three months for Canadian businesses already feeling the effects of U.S. tariffs and the uncertainty surrounding them.

The move comes ahead of the August 19, 2026 tariff deadline. The latest U.S. measures apply to certain Canadian goods, with manufacturers, electrical and electronics companies, furniture makers, beverage producers and other consumer-goods businesses among

those facing pressure. Separate U.S. sectoral tariffs also affect steel, aluminum, copper, vehicles, timber and lumber.

For WebMax Canada, whatever happens in the current trade discussions does not change the reason for acting now.

“We hope there is good news for Canadian businesses,” said Susan Jones, Co-Founder and CEO of WebMax Canada. “But the uncertainty has already had an impact. Business owners have been talking with customers, looking at costs, questioning orders and deciding what they may have to put on hold. We can't control what happens at the negotiating table. We can control how we respond.”

WebMax has already connected with current clients in Ontario manufacturing, Alberta industry and B.C. contracting and has adjusted SEO, AEO and AI Visibility pricing where clients are experiencing tariff-related pressure.

“We started with the businesses we already work with,” Jones said. “Some have been with us for years. If they're going through a difficult stretch because of something outside their control, picking up the phone and seeing how we can help is a pretty natural response for us.”

That response is not new for WebMax Canada.

During the COVID-19 pandemic, the company waived or reduced fees for struggling clients, built free online stores for businesses that suddenly needed a way to sell online. WebMax also volunteered with the Sooke Region Chamber of Commerce to help refurbish donated laptops for students when schooling moved online. The Chamber's initiatives continue to identify WebMax as a collaborating partner.

More recently, Jones organized a community GoFundMe for a small tech services business after seven break-ins put it at risk of closing. The funds raised helped stave off the closure.

"Those situations are all different, but the thinking behind them is the same," Jones said. "Businesses are run by people. When people are having a hard time and there's something useful we can do, we try to do it."

The WebMax Canada 50% Tariff Match gives new and existing Canadian clients affected by U.S. tariffs or related uncertainty 50% off SEO, AEO and AI Visibility plan fees for three months.

The Tariff Match is a reduction in WebMax Canada's own fees. It is not a government program or reimbursement of tariff costs.

WebMax publishes its [regular Visibility Plan pricing](#) online so businesses can see the rates on which the 50% reduction is based.

"Whatever gets announced today or tomorrow, it doesn't erase what some Canadian businesses have already been dealing with," Jones said. "We're a small/medium sized Canadian company too. We can't change trade policy, but we can help Canadian businesses where we can."

Canadian businesses experiencing tariff-related pressure can contact WebMax Canada directly and discuss the digital marketing help they need.

About WebMax Canada

WebMax Canada, is a 100% Canadian-owned, human-led company helping Canadian businesses improve their visibility across traditional and AI-assisted search.

Founded in 2015, WebMax works with contractors, trades, manufacturers, industrial businesses, service companies and professional firms across Canada. Its work includes SEO, AEO and AI Visibility through SpottableAI™, WebMax Canada's human-led AI Visibility system.

WebMax Canada is Google Certified, BBB A+ Accredited, 5-star reviewed and a member of Canadian Chambers of Commerce, with more than 10 years of experience working with Canadian small and mid-sized businesses.

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