

New U.S. Tariffs Put Digital Supplier in Focus for Canadian Businesses

As new U.S. tariffs take effect, Canadian business owners are reviewing spending and suppliers. WebMax Canada says digital services belong on the list.

VICTORIA, BRITISH COLUMBIA, CANADA, August 23, 2026 /EINPresswire.com/ -- New U.S. tariffs are now in effect on [roughly \\$28 billion of Canadian goods](#), and Canada has announced a dollar-for-dollar response. For business owners already dealing with higher costs and an uncertain trade relationship, spending decisions are under the microscope.

WebMax Canada says there may be one supplier category that has escaped that review: companies managing websites, SEO and AI visibility.

“

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Susan Jones, Co-Founder and CEO, WebMax Canada

“Your business is Canadian. Is your online marketing service provider Canadian?” said Susan Jones, Co-Founder and CEO of WebMax Canada. “Most owners know who their suppliers are. But ask who owns the company running the website, where the SEO work is actually being done or where that monthly payment lands, and you may get a pause. Some businesses have been paying the same invoice for years and have simply never had a reason to look.”

There is plenty at stake online. [IAB Canada](#) reported that Canada’s digital advertising market reached \$21.1 billion in 2025, up 16% in one year, with search remaining the largest category. The [Canadian Federation of Independent Business](#) reports that 78% of Canadian small businesses maintain a company website.



Canadian businesses reviewing suppliers are being encouraged to include website, SEO and AI visibility providers in that review.

WebMax Canada is suggesting a quick check of any company providing digital services: Who owns the company? Where is the work being done? Where do the monthly service fees go?

Those questions can apply to website management, search engine optimization and newer services designed to help businesses appear when customers use search and AI-powered answer tools.

"Buying Canadian can include the services behind your business too," Jones said. "It is not only about what you buy for the office or the job site."

For owners choosing to have the work handled in Canada, changing providers does not have to mean rebuilding a website or abandoning work that is already producing results.

WebMax Canada offers transition support for existing website management, SEO programs and AI visibility work. Once access is provided, the team reviews the existing setup, keeps work that is performing and addresses items requiring attention.

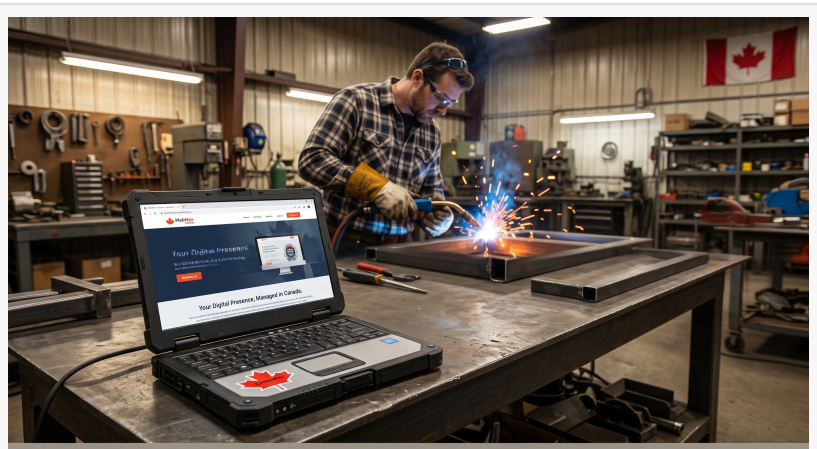
"You say the word, give us the access we need and we take care of the transition," Jones said. "We are not going to rebuild a website just so we can bill someone for rebuilding it. If it works, we keep it. Then we get on with making things better."

WebMax Canada provides website design and management, search engine optimization (SEO), answer engine optimization (AEO), generative engine optimization (GEO) and AI visibility services. AEO, GEO and AI visibility focus on helping businesses be found and understood as people increasingly use AI tools alongside traditional search.

The company is 100% Canadian owned and operated. The WebMax Canada team works in Canada, clients are billed in Canadian dollars and WebMax Canada service fees support a Canadian--owned business and Canadian team.

Founded in 2016, WebMax Canada is BBB Accredited with an A+ rating, has more than 75 five-star reviews and is a Chamber of Commerce member in multiple Canadian communities, including the Victoria Chamber of Commerce.

WebMax Canada is also continuing its 50% Tariff Match for Canadian businesses experiencing a



Website management, SEO and AI visibility are recurring digital services that can be included in a broader supplier review.

genuine impact connected to U.S. tariffs or tariff-related uncertainty. Eligible new and existing clients receive 50% off qualifying SEO, AEO, GEO and AI Visibility plan fees for three months.

“None of this is a shot at American companies,” Jones said. “Canadian owners are making careful decisions right now. If buying Canadian is part of those decisions, we want them to know their website, SEO and AI services can be handled here too. And making that change can be surprisingly easy.”

About WebMax Canada

Based in Victoria, British Columbia, WebMax Canada has served Canadian businesses since 2016. The company provides website management, SEO, AEO, GEO and AI visibility services to small and medium-sized businesses across Canada.

Website: [WebMax.ca](https://www.WebMax.ca)

Susan Jones

WebMax Canada

+1 250-217-5340

[email us here](#)

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