

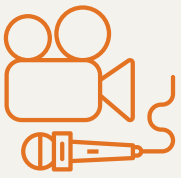
# Small business insights February 2026

**22,000+**

unique small business founders visited Enterprise  
Nation in search of small business support

## Top three sectors

We saw the most members join in these sectors...



**Creative &  
Media**



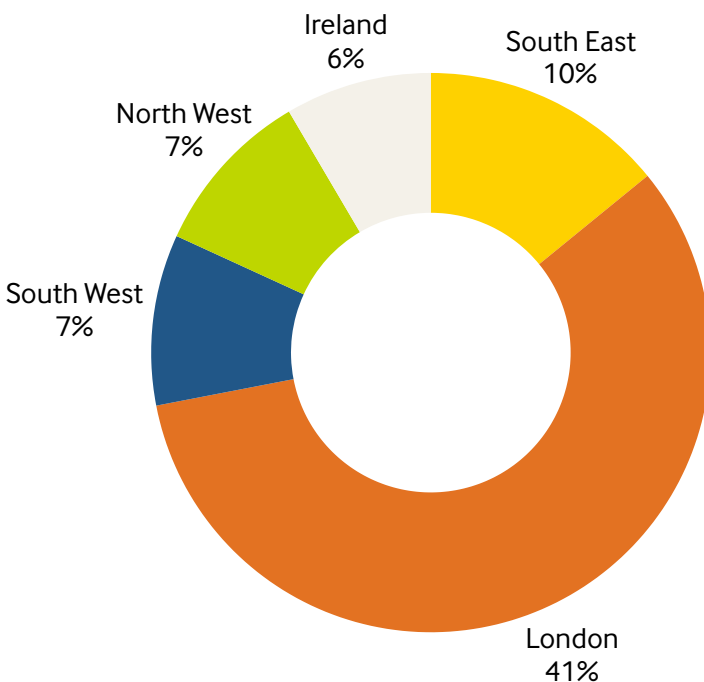
**Health, fitness  
& wellness**



**Food & Drink**

Do you specialise in supporting businesses in particular sectors?  
Be sure to incorporate this in your adviser profile.

## Top five regions for new members



# 42,200+

searches were performed on  
Enterprise Nation in February

## Top five searches

Lunch and Learn Webinars

Google

Business Plan

Product Development

Bookkeeping

To improve your visibility on the platform, showcase the support you offer and refresh your services.

## Most popular adviser content

### Most watched webinars



Arthur Wilson

How to create a digital marketing strategy



Sanjiv Ramjee

How to build your brand on LinkedIn and attract opportunities



Suki Singh

The AI tools small businesses need to scale now

Lunch and Learn webinars attract hundreds of attendees.

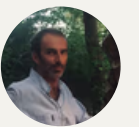
Would you like to host a session? You can!

### Most read articles



Tarnia Gonzo

Simple automations that run your business in the background



Jeremy Paratilla

Why your website isn't converting – and how to fix it fast



Celia Rizothanasi

Training your own AI: How to build custom AI tools for daily tasks

Writing a blog post is a fantastic way to get noticed.

Submit one today!