



Fusion Vine Founder to Address SEO Measurement Limits at UK Summit

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Fusion Vine announced that owner and digital strategist Brian Kato will present a session titled "False Precision: Why SEO Needs to Stop Pretending We Can Measure Everything" at the UK SEO Summit on August 26, 2026, in Shepperton, United Kingdom. The session title was published alongside his speaker profile on the event's official site.

The session examines measurement practices in search marketing and the gap between the metrics practitioners report and the outcomes those metrics are meant to represent. It is scheduled as part of the single-day program alongside sessions from the other listed presenters, covering subject areas that range from technical implementation to authority building. Additional agenda details, including session times, are published on the event website as the program is finalized.

The UK SEO Summit speaker page lists Kato as the founder of Fusion Vine, a digital marketing consultancy specializing in search engine optimization and data-driven strategies. The profile notes his experience in

advanced SEO techniques, AI-enhanced PPC campaigns, Google Sheets workflows, database-driven SEO processes, automation, entity association, and AI integration. It also identifies prior speaking experience at industry events including SearchCon, SEO Spring Training, SEO Rockstars, and SEO and the Beach, along with presentations at educational institutions such as the University of Northern Colorado and Adams State University.

The listing follows Fusion Vine's June announcement that Kato would speak at the UK SEO Summit 2026. That earlier announcement identified the event as Kato's first speaking engagement in the United Kingdom and described the summit as a single-day search marketing conference organized by Skyrocket Marketers Agency. The event is scheduled to take place at a venue on Felix Lane in Shepperton, Surrey, and is expected to bring together SEO professionals, digital marketers, consultants, agency owners, developers, content strategists, and business decision-makers.

Kato is one of more than 25 speakers listed for the one-day program. The published roster also includes Helen Pollitt, director of SEO at Getty Images; Roxana Stingu, head of search and SEO at Alamy; Fernando Angulo, senior market research manager at Semrush; Michael Melen, co-founder of SmartSites; Katarina Dahlin, senior growth hacker at WhitePress; and Malte Landwehr, chief product and marketing officer at Peec AI. The published program spans on-page optimization, technical SEO, off-page authority building, local search, and eCommerce performance.

"The talk is about measurement honesty," said Brian Kato, Owner and Digital Strategist of Fusion Vine. "A lot of SEO reporting attaches decimal points to numbers that were never that precise, and the useful question for attendees is which signals actually justify a decision and which ones only look like they do."

Fusion Vine's work centers on search visibility, local SEO, content strategy, digital asset development, and consulting for local businesses and agency partners. Kato's approach to SEO includes evaluating brand foundations, on-page structure, off-page authority, and operational workflow as connected parts of a larger search strategy. His public presentations have addressed topics including local search authority, Google asset strategies, automation, artificial intelligence, reputation management, and digital risk management.

The UK SEO Summit website describes the event as a gathering for search professionals who want practical insight into the changing search environment. The event includes keynote presentations, workshops, and networking opportunities, with sessions intended to help attendees evaluate current SEO methods and apply search strategies across different types of businesses and markets. Tickets are available through the summit website in standard and virtual options.

Fusion Vine is a digital marketing agency based in Loveland, Colorado. The company provides search engine optimization, content strategy, local search, marketing consulting, and related digital marketing services for small and mid-sized businesses and agency partners. For more information, visit the Fusion Vine website.

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Fusion Vine

Fusion Vine is a Loveland, CO-based SEO and digital marketing provider. With an experienced team led by digital strategist Brian Kato, Fusion Vine has a track record of positive testimonials and industry recognition.

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