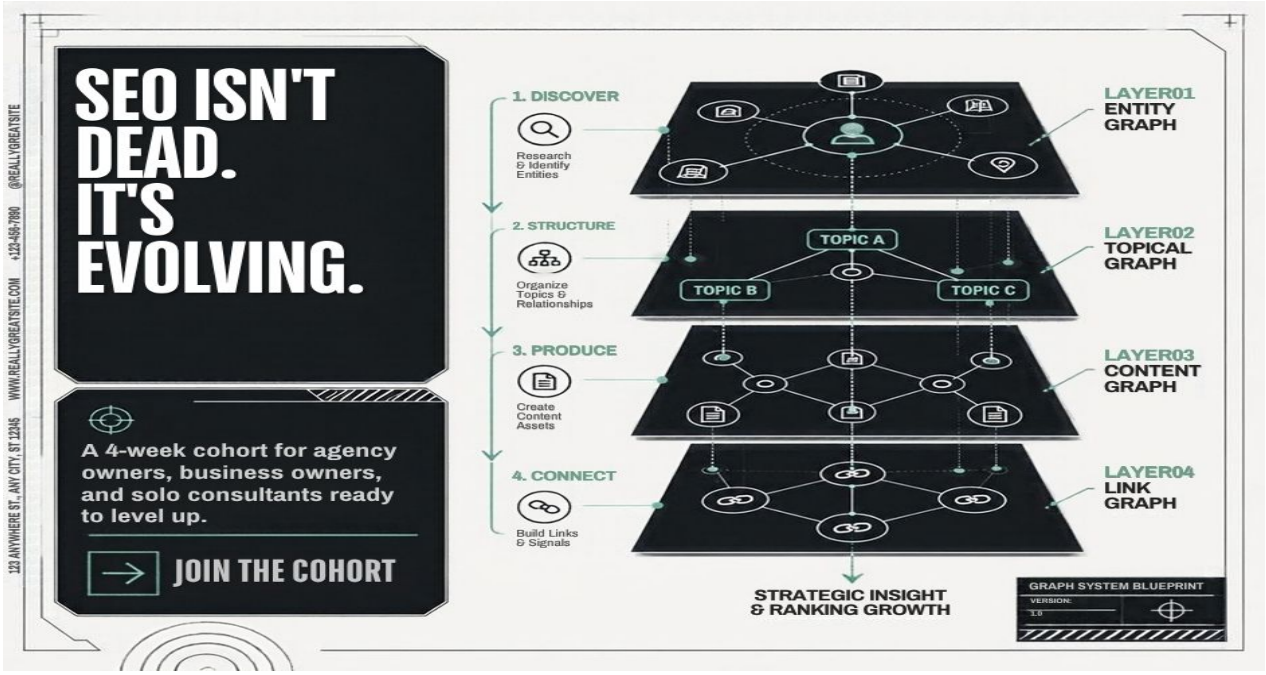



# Loveland SEO Strategist Brian Kato Launches 2026 SEO Tour

*October 28, 2026*

Loveland, Colorado - October 28, 2026 -
Fusion Vine founder opens hands-on conference-style training to marketers and business owners limited by travel and budget; first cohort begins Oct. 29

Brian Kato, founder of Loveland-based digital marketing consultancy Fusion Vine, will begin the 2026 SEO Tour, a four-week live online SEO cohort, on Oct. 29, 2026. The program is built around hands-on teardowns of participants' own websites. Priced at $397 for its first cohort, it is designed for agency owners, business owners and solo consultants who cannot attend industry conferences because of budget or travel limits, and moves the informal, working-session format of those events online.

Kato has presented at SEO Spring Training for six years and at SEO Rockstars and AgencyCon for the past three years each. Internationally, he has spoken at the SEO Mastery Summit in Vietnam and the UK SEO Summit near London. In Colorado, he has presented at multiple events with the East Colorado Small Business Development Center and the Greeley Area Chamber of Commerce, as well as at Adams State

University and industry-specific events. According to Kato, attendees at those events have repeatedly asked him to teach his full methodology rather than a single conference session.

The program's name is a nod to Kato's earlier career as a touring musician, with the cohort taking his conference material on the road to an online audience.

"I've spoken a lot over the last several years. I'm excited to bring this content to a new audience that might have otherwise not been able to attend due to budgets or travel limitations," said Brian Kato, Owner and Digital Strategist of Fusion Vine.

Conference attendance typically adds airfare, lodging and time away from work to the price of a ticket, which can place in-person training out of reach for independent consultants, small agencies and in-house marketers at smaller companies. The online cohort removes travel from the equation and runs as live sessions rather than prerecorded video.

Each week centers on real websites submitted by participants. Kato reviews sites live with the group, diagnoses issues and works through how to address them, a format modeled on the extended hallway and greenroom conversations that tend to happen away from the main stage at conferences. Participants finish the four weeks with a prioritized list of fixes for their own site rather than general notes from lectures.

"My favorite part of those events is offstage. Someone pulls up a site, we dig into a real client, and we're 45 minutes deep in something a talk could never cover," Kato said.

The curriculum is organized around entity-based SEO, an approach that focuses on how search engines and AI-driven answer tools understand a business as a whole rather than on individual pages, keywords or algorithm updates. In Kato's framework, the work involves establishing three things clearly across a site and the wider web: who the business is, what it does and why automated systems should consider it trustworthy.

The approach reflects a broader shift in search, as Google AI Overviews and other AI-generated answers increasingly summarize information directly on the results page. Kato's recent conference talks have addressed related topics, including the limits of SEO measurement, brand visibility across search results and AI answers, and defending websites against negative SEO attacks.

"SEO feels more complicated than it should, because it is if you're chasing every tactic, tool and algorithm update," Kato said. "It gets simpler when you stop chasing pages and start building the graph: who you are, what you do, and why machines should trust you."

Kato has worked in digital marketing since 2010, first in an agency setting and as an independent consultant

since 2019, with a focus on organic visibility for local businesses. He has appeared as a guest on several industry podcasts discussing AI Overviews, local SEO and website security.

The first cohort begins Oct. 29, 2026, and meets live online over four weeks. Agency owners, business owners and consultants interested in enrolling can contact Kato directly through Facebook or LinkedIn.

###

For more information about Fusion Vine, contact the company here:Fusion VineBrian Kato720-515-6188bkato@fusionvine.com805 E 58th StLoveland, CO 80538

## 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.*

Website: https://fusionvine.com

Email: bkato@fusionvine.com

Phone: 720-515-6188

