

# PageLaunch Names Dave Bascom as Chief Executive Officer

LEHI, UTAH, UNITED STATES, June 4, 2015 /EINPresswire.com/ -- [PageLaunch](#), a [Partner Fusion](#) company, has named Dave Bascom to serve as its Chief Executive Officer. Previously, Bascom was CEO of Fit Marketing, a boutique agency offering inbound digital marketing services. He has more than 17 years experience in online search and has founded and grown multiple successful businesses in his career.

The logo for PageLaunch features the word "PAGE" in dark blue and "LAUNCH" in light blue, with a stylized blue arrow pointing upwards and to the right.

An emerging player in local online marketing, PageLaunch specializes in the optimization of local search for businesses. Through its software and services, PageLaunch helps businesses be found by customers searching for local services. Since its inception in 2013, PageLaunch has grown its customer base to thousands of local businesses throughout the United States.

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Dave’s contributions will be significant as PageLaunch expands its expertise to help businesses be visible to nearby customers who are looking for them and their services.”

*Daniel A. Nelson, CEO of Partner Fusion*

“We are delighted to have Dave join us as one uniquely qualified and recognized for his valuable experience and talents,” said Daniel A. Nelson, CEO of Partner Fusion. “Dave’s contributions will be significant as PageLaunch expands its expertise to help businesses be visible to nearby customers who are looking for them and their services.”

On multiple occasions, Bascom has been named among the Top 100 Venture Entrepreneurs in Utah and was recognized by Utah Business Magazine as one of Utah’s 40 top entrepreneurs under age 40. He is recognized nationally as an Internet marketing industry expert.

Bascom was the founder and CEO of SEO.com, a leading search engine optimization agency that earned a spot on the Inc. 500 list of fastest growing companies in America in 2012. He also led a marketing company called Big Start and was the general manager of local search for Deseret Digital Media, where he launched KSL Local, a business directory that became one of the most popular, trusted sources of local business information in Utah. He earned a degree in Marketing Communications from Brigham Young University.

PageLaunch specializes in local search optimization for small to medium size businesses. It helps companies increase their online visibility and name recognition. PageLaunch allows businesses to manage how their information appears across multiple devices and platforms. PageLaunch is part of Partner Fusion, a leading marketing and technology incubator based in Utah. For more information, visit [PageLaunch.com](#)

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