

KEYWORD SPONSOR

myMotherLode.com is the area's online media powerhouse, attracting over 550,000 visits and over 2,000,000 page views every single month. This growing regional audience of educated and affluent consumers rely on myMotherLode.com to help them make buying decisions. The combination of radio and myMotherLode.com gives keyword campaigns enormous power to drive pre-qualified traffic to your offer and tie your brand to a specific idea or word. Keyword campaigns allow you to own strategic "terms" that can be accessed by people using the special search form on the portal. Users are driven to your offer by a radio campaign.

The screenshot shows the myMotherLode.com website interface. At the top left, there is a navigation menu with links for Dining Guide, Real Estate, Classifieds, and More... Below this is a large banner for 'ALL NEW 30 DAYS TO PROMOTE YOUR EVENT' with a 'click' button. To the right of the banner is a search bar with the placeholder text 'keyword' and a magnifying glass icon. Below the search bar is a weather widget showing '81.0 ° F Full Weather' and a sponsored message for 'Maynard's Drug & Alcohol Treatment Center'. The main content area features several sponsored advertisements, including one for 'Middleton's' (Family owned and operated since 1955) and another for 'Maynord's' (Family Owned and Operated Since 1978). A red line points from the search bar to the 'Keyword Guidelines' text on the right.

Keyword Guidelines
 Sponsored Keywords are a single word that, when used in the Keyword search box will take the user to your myMotherLode.com micro-site, or your own website.

Call Sales at
(209) 533-1450 ext. 24