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## [Google Waves Bloggers Bye-Bye](#)

*Not all, though, just the PayPerPost ones*

It's official, Google's got issues with the morally questionable PayPerPost. The Mountain View based mammoth started punishing the respective bloggers by completely removing their page rank. It was only last week that Google made its opinion on the freedom of speech available for all to read in a blog that obviously encouraged it (it's not communism with censorship after all). Well, right now Ted Murphy, CEO of IZEA (the new holding company for PayPerPost) is actually accusing Google of just that freedom of speech right infringement and censorship conspiracy. Furthermore he claims that this is a part of a Google attempt to deny competition, PayPerPost being a very attractive alternative to AdSense. Now those are some serious accusations I think. On the other hand, this move from Google will most probably ultimately lead to the disappearance of PayPerPost, as I can't really think that anybody would be pleased to lose page ranking and not do anything about it. A mass migration will probably occur to a place that will prove to be more reliable and it will leave a big inventory deficiency that will result in diminished revenues making the PayPerPost business model unsustainable going forward. As a matter of fact when I rephrase it and think it over it actually does sound like a conspiracy aimed at taking down a potential rival... Of course, the ethics of the whole deal are really shady and it's not exactly the best way to go and be completely and honestly happy (or at least that's the deal with me) about yourself. Ah, it's very complicated, with morality issues on the one hand and with Google's going Terminator 3 at PayPerPost's neck on the other... complicated. After all it is an alternative way for the little guy to make money and that's a good thing after all.