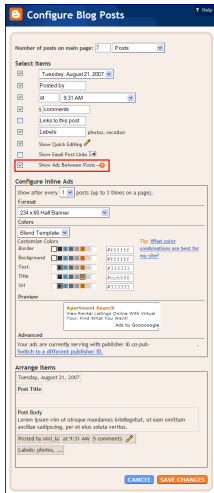


22 August 2007

By: Bogdan Popa, Security and Search Engines Editor

Now You Can Make Money with Your Blog. For Real!

Easier than before



Google

The folks working at Blogger finally implemented a long awaited feature that brings inline advertisements placed between the blog posts. Until now, the Blogger technology allowed the blog owners to place ads only on the main page without offering the possibility to insert adverts between the posts. The new option works just like the old AdSense configuration screen, enabling you to choose the format of the ad, the color and the density of the ads on your page. Please keep in mind that you're not able to insert adverts between your messages using the AdSense account because Google currently allows you to do that straight from the option included in Blogger. If you want to insert inline ads, you should login into your Blogger account, click on the Template tab at the top of the page and select the Page Elements option. You should be able to view the structure of your website with all your elements placed on it. Click the 'Edit' button of the 'Blog Post' box and you should see a pop-up window with lots of configuration options. The last option, 'Show Ads Between Posts', allows you to place inline ads after your messages. Checking this line will open a new configuration panel that enables you to set up the adverts displayed on your website. "We've heard your feedback about wanting to insert Google ads between your blog posts, and we're happy to let you know that Blogger now supports this implementation through the AdSense widget," Cathleen Jia, AdSense Publisher Support, wrote today. "Please note that right now, it's only possible to insert Google ads using this widget, and not AdSense for search boxes or referral units." As usual, AdSense is probably the easiest way to make money with your blog because every visitor who clicks on an advert placed on the website automatically brings you a certain amount of money. So, it's obvious that more ads means more money, so hurry up and configure your inline adverts.