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Tunguz-Zawislak et al.

(54) **PROFILE ADVERTISEMENTS**

(75) Inventors: **Tomasz J. Tunguz-Zawislak**, San Francisco, CA (US); **Shannon P. Bauman**, Chapel Hill, NC (US)

(73) Assignee: **Google Inc.**

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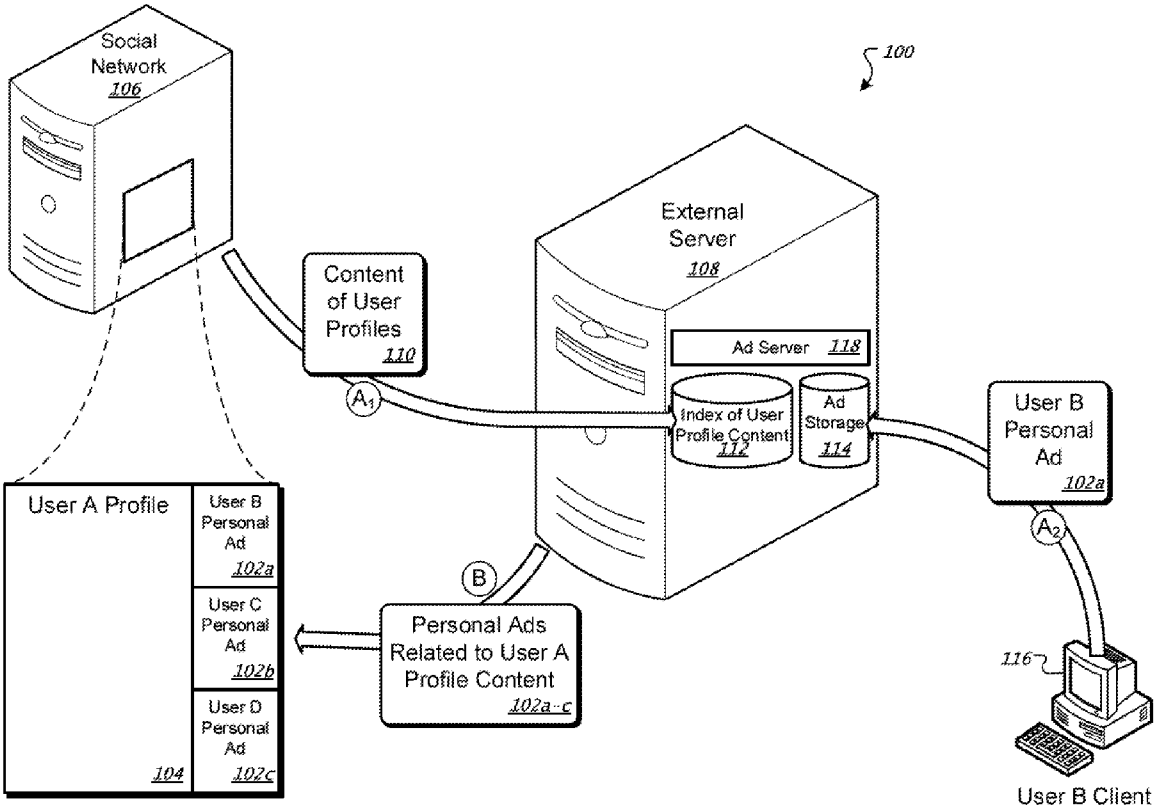
G06Q 40/00 (2006.01)

G06F 17/30 (2006.01)

(52) **U.S. Cl.** **705/40**; 707/728; 707/E17.109

(57) **ABSTRACT**

In one aspect, this application describes a method for determining personal advertisements for display with search results. The method includes receiving a query that corresponds to content associated with members of an online social network, generating search results that are responsive to the query, and obtaining information that characterizes a personal advertisement that advertises a particular member of the online social network. The method also includes comparing information associated with the search results to the information that characterizes the personal advertisement to determine whether the personal advertisement is related to the search results. The method also includes providing the personal advertisement for display with the search results in response to determining that the information that characterizes the personal advertisement is related to the search results.



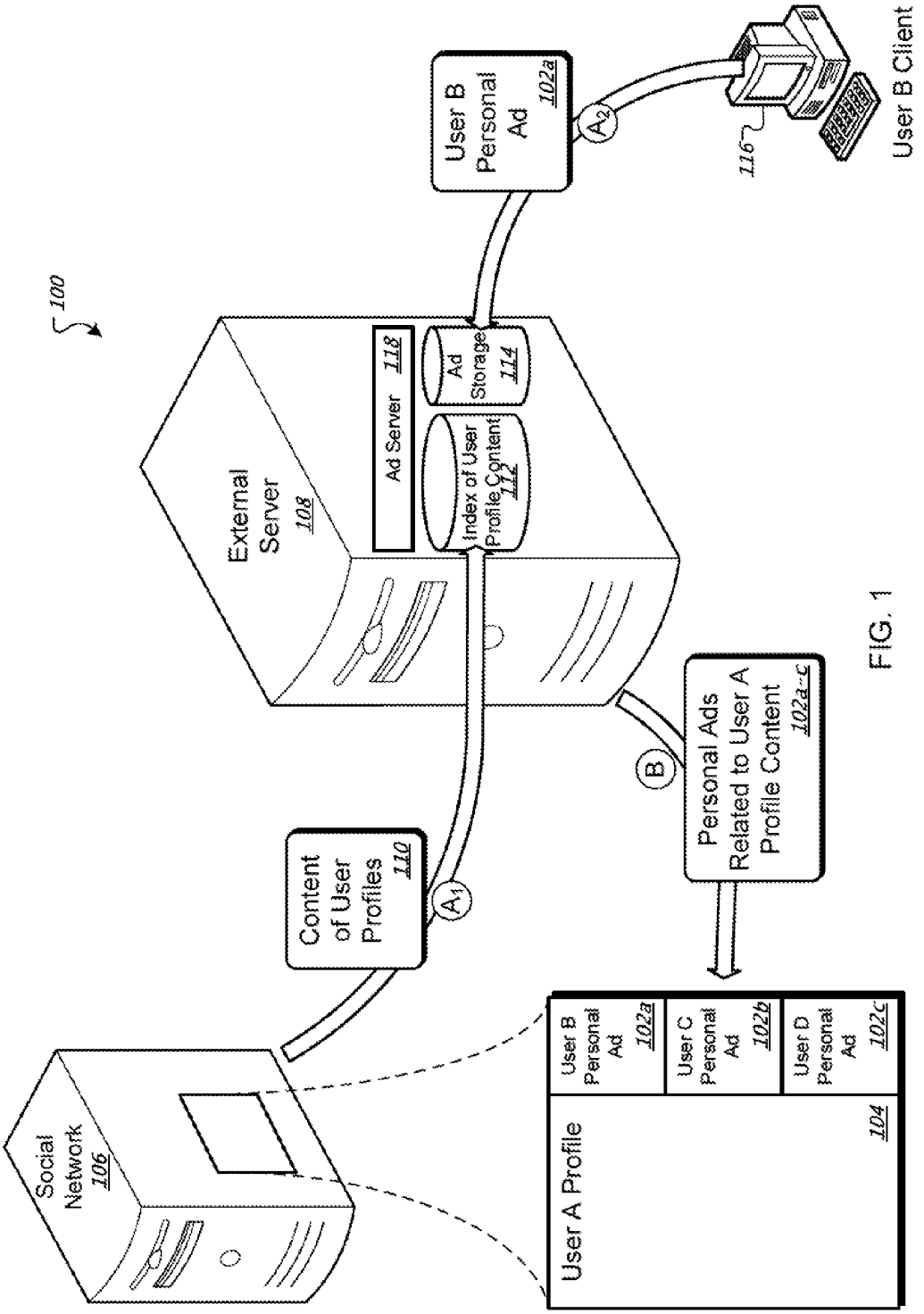

100
User B Personal Ad 102a
A2
User B Client
116
External Server 108
Ad Server 118
Ad Storage 114
Index of User Profile Content 112
Content of User Profiles 110
A1
B
Personal Ads Related to User A Profile Content 102a-c
Social Network 106
User A Profile
User B Personal Ad 102a
User C Personal Ad 102b
User D Personal Ad 102c
104

FIG. 1

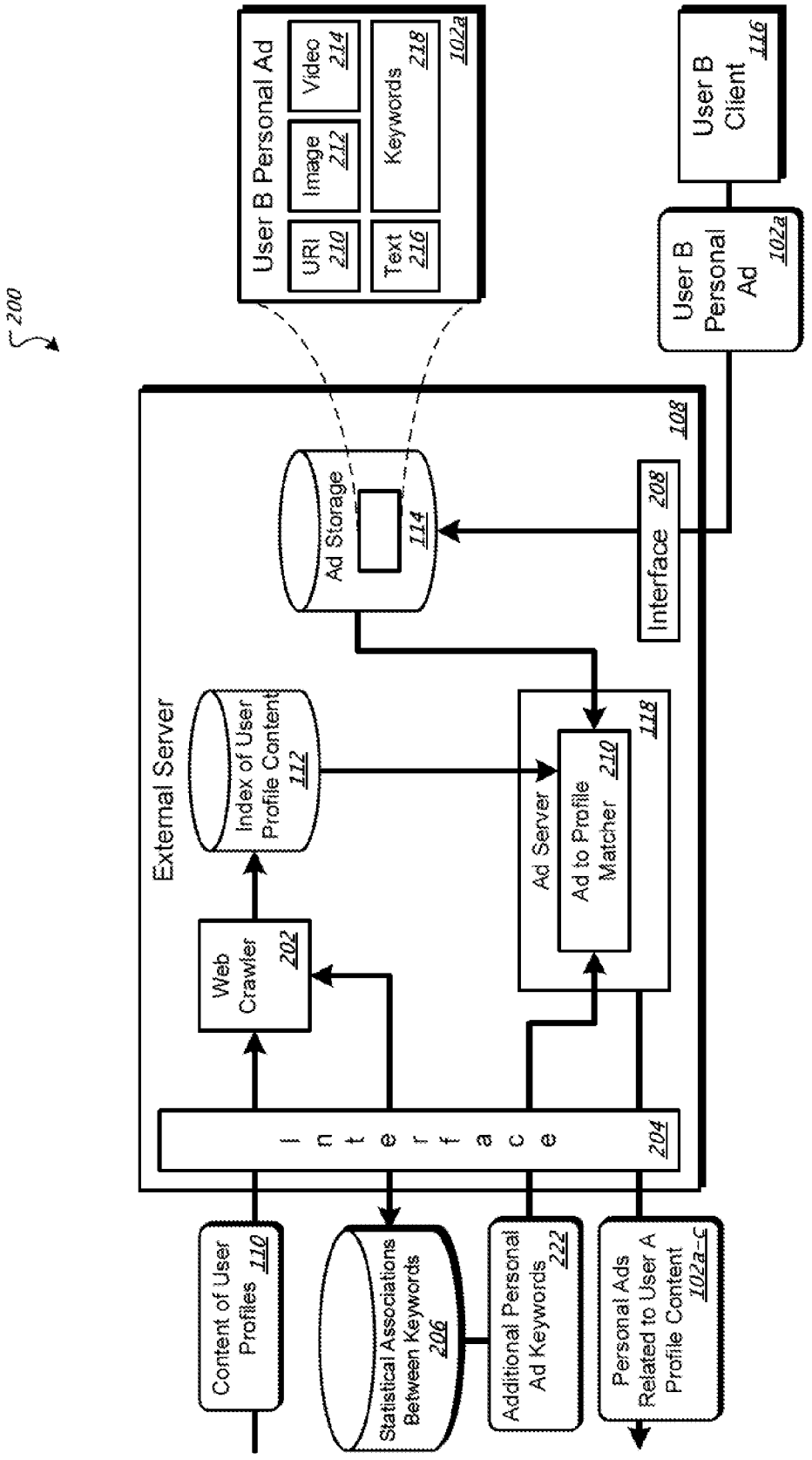

200
User B Personal Ad
102a
URI 210
Image 212
Video 214
Text 216
Keywords 218
User B Client 116
User B Personal Ad 102a
108
Ad Storage 114
Interface 208
External Server
Index of User Profile Content 112
Ad Server 118
Ad to Profile Matcher 210
Web Crawler 202
Interface 204
Content of User Profiles 110
Statistical Associations Between Keywords 206
Additional Personal Ad Keywords 222
Personal Ads Related to User A Profile Content 102a-c

FIG. 2

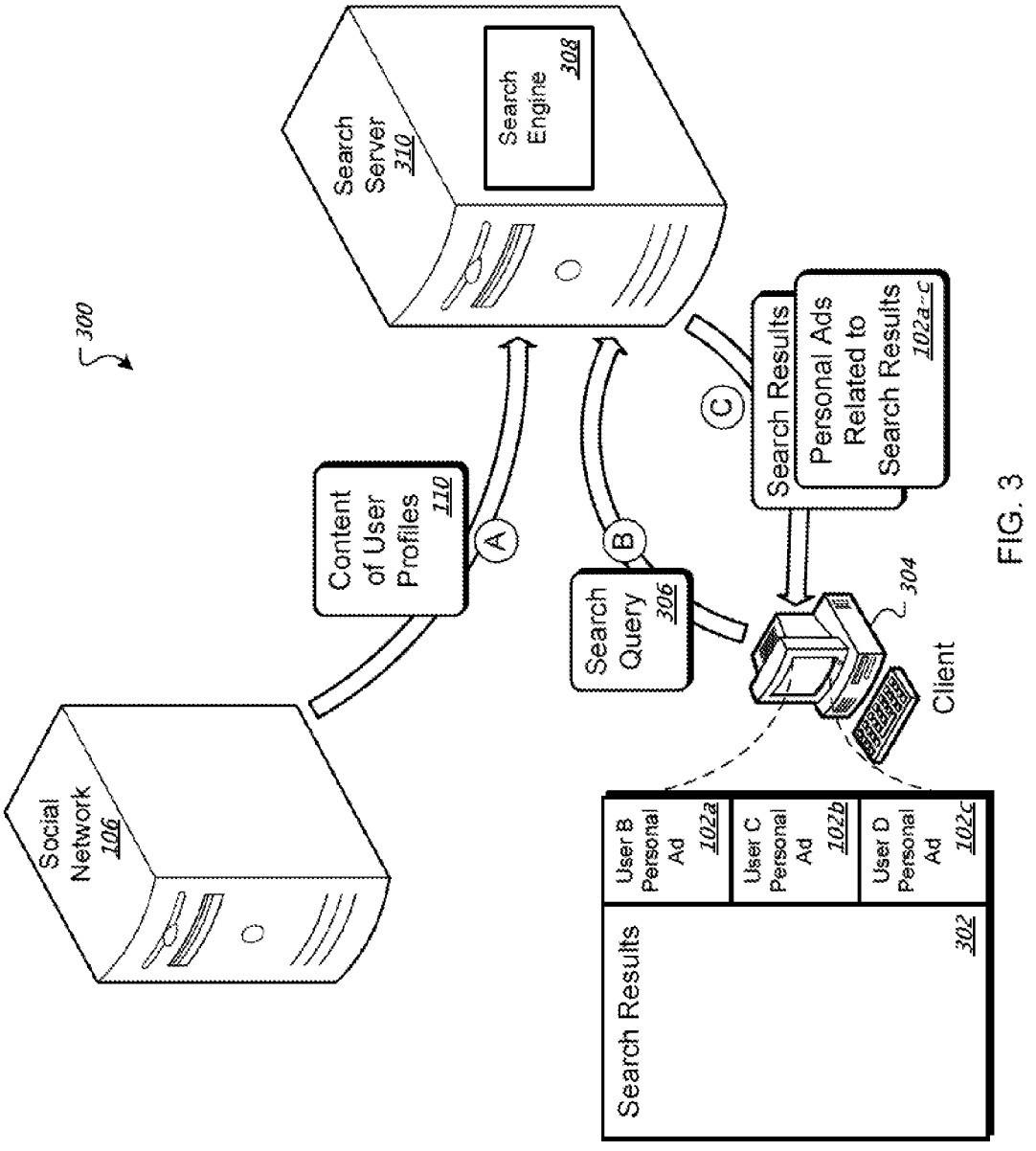

300
Search Server 310
Search Engine 308
Social Network 106
Content of User Profiles 110
A
B
C
Search Query 306
Search Results
Personal Ads Related to Search Results 102a-c
304
Client
Search Results
User B Personal Ad 102a
User C Personal Ad 102b
User D Personal Ad 102c
302

FIG. 3

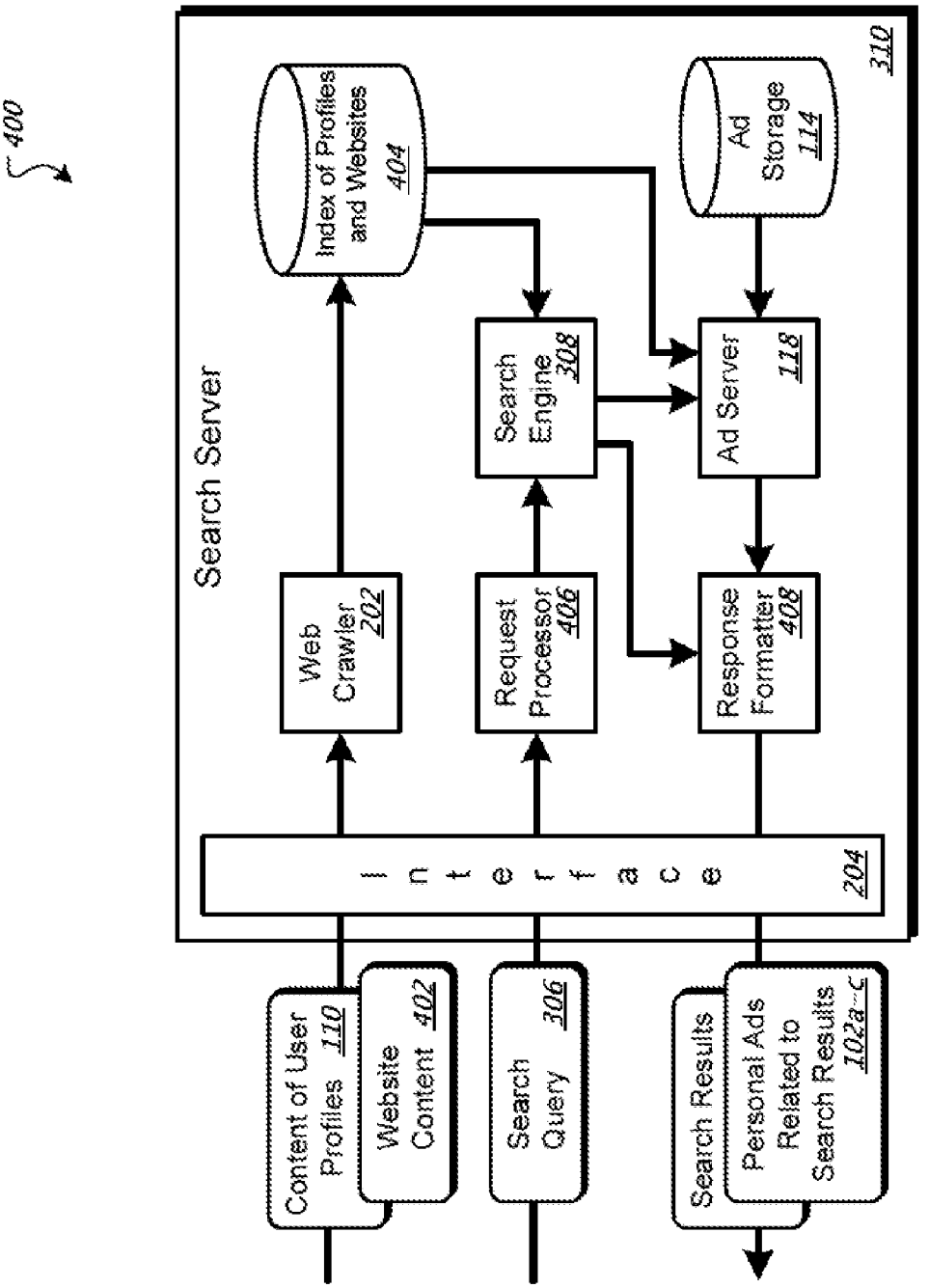

400
Search Server
310
Index of Profiles and Websites 404
Ad Storage 114
Search Engine 308
Ad Server 118
Web Crawler 202
Request Processor 406
Response Formatter 408
Interface 204
Content of User Profiles 110
Website Content 402
Search Query 306
Search Results
Personal Ads Related to Search Results 102a-c

FIG. 4

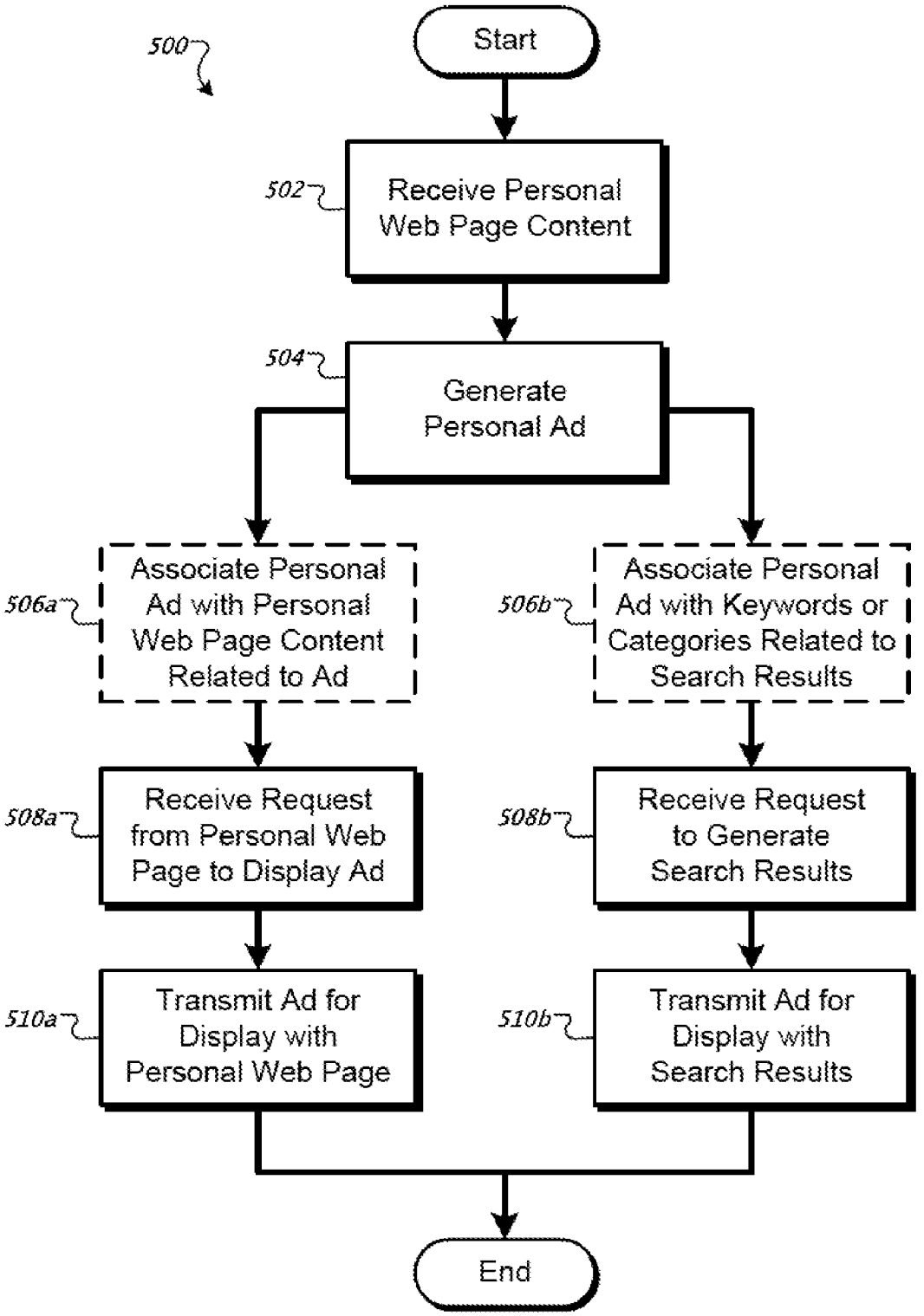

500
Start
502
Receive Personal Web Page Content
504
Generate Personal Ad
506a
Associate Personal Ad with Personal Web Page Content Related to Ad
506b
Associate Personal Ad with Keywords or Categories Related to Search Results
508a
Receive Request from Personal Web Page to Display Ad
508b
Receive Request to Generate Search Results
510a
Transmit Ad for Display with Personal Web Page
510b
Transmit Ad for Display with Search Results
End

FIG. 5

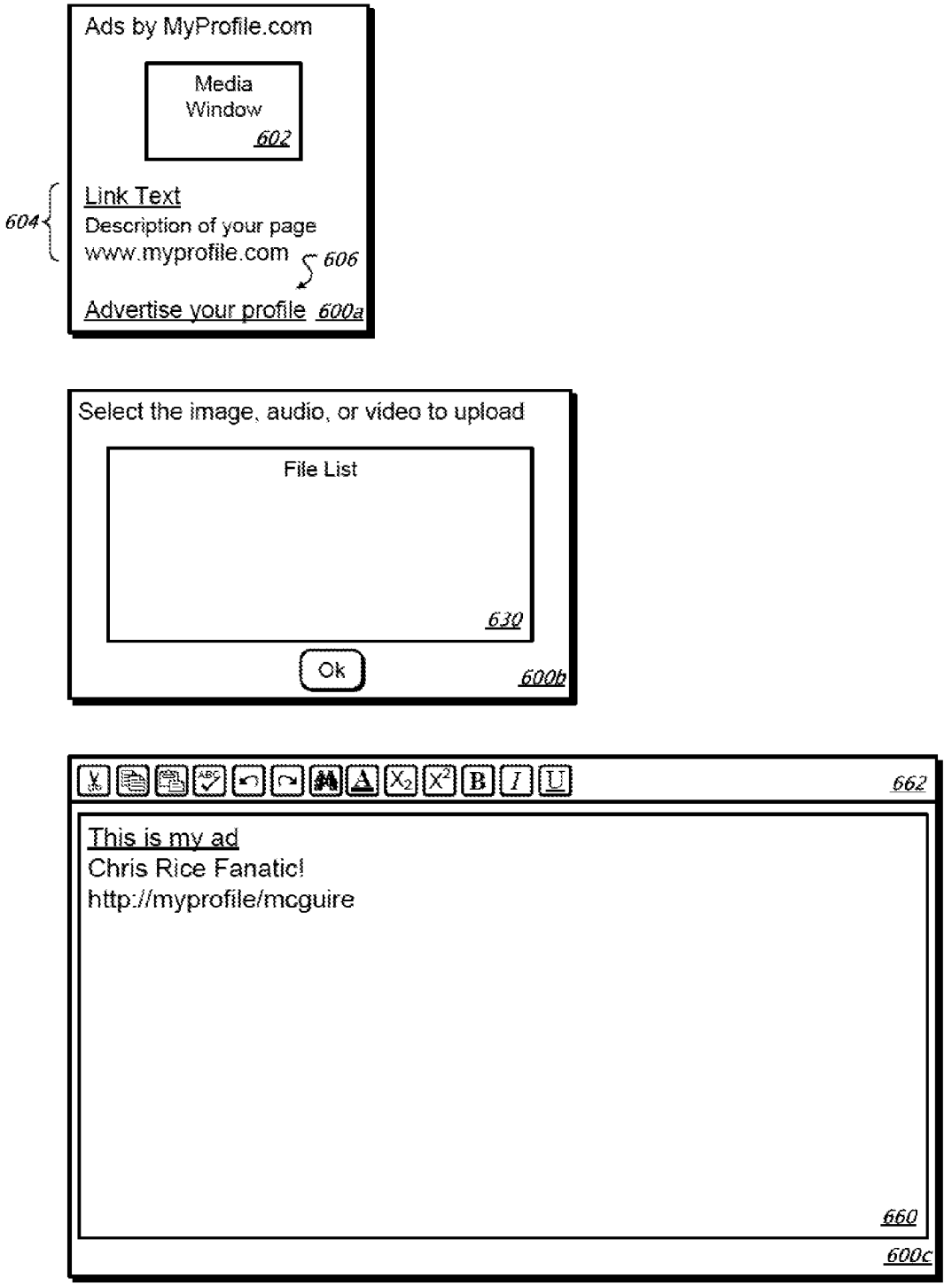

Ads by MyProfile.com
Media Window
602
Link Text
Description of your page
www.myprofile.com
604
606
Advertise your profile
600a
Select the image, audio, or video to upload
File List
630
Ok
600b
662
This is my ad
Chris Rice Fanatic!
http://myprofile/mcguire
660
600c

FIG. 6

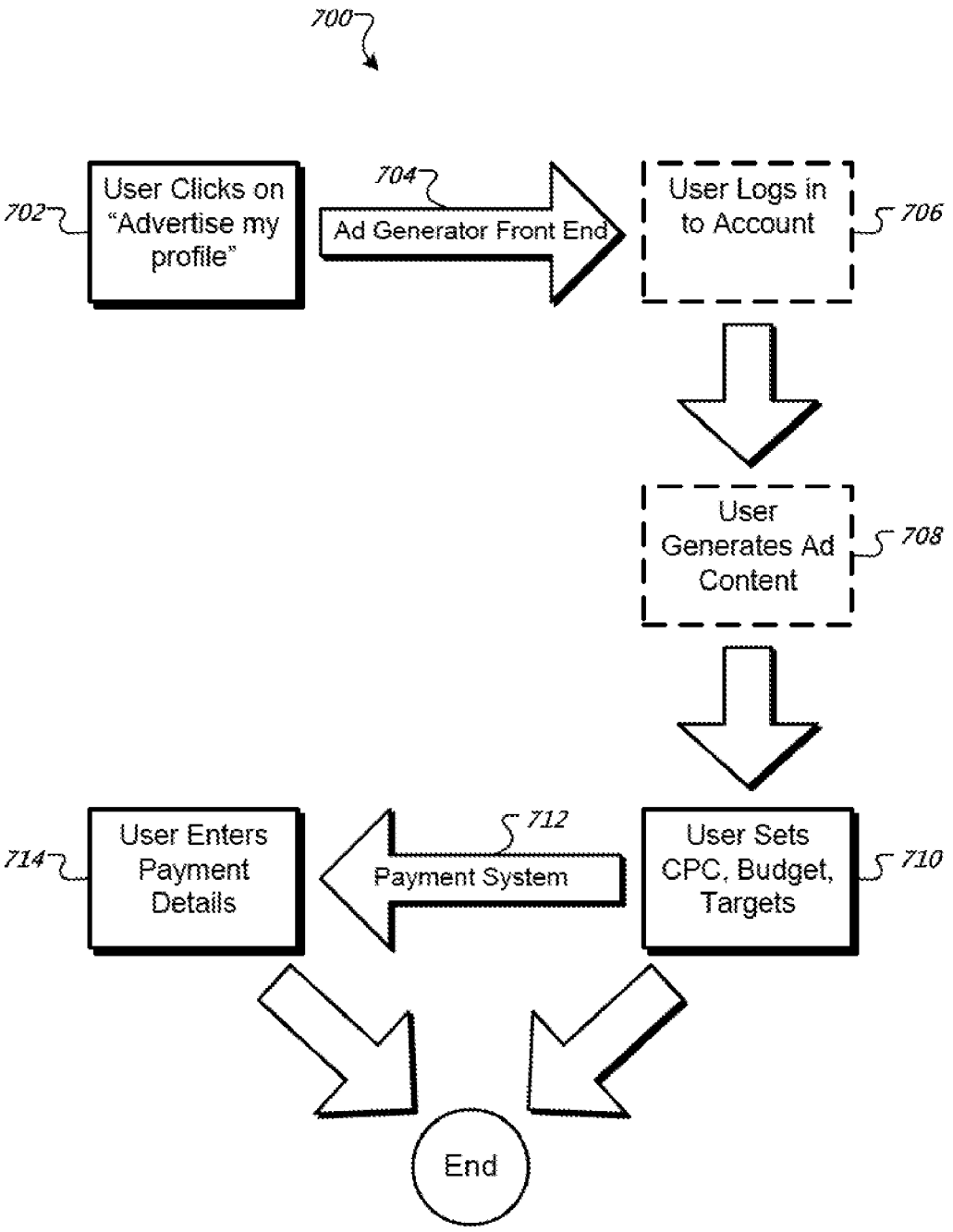

700
User Clicks on "Advertise my profile"
702
704
Ad Generator Front End
User Logs in to Account
706
User Generates Ad Content
708
User Sets CPC, Budget, Targets
710
712
Payment System
User Enters Payment Details
714
End

FIG. 7

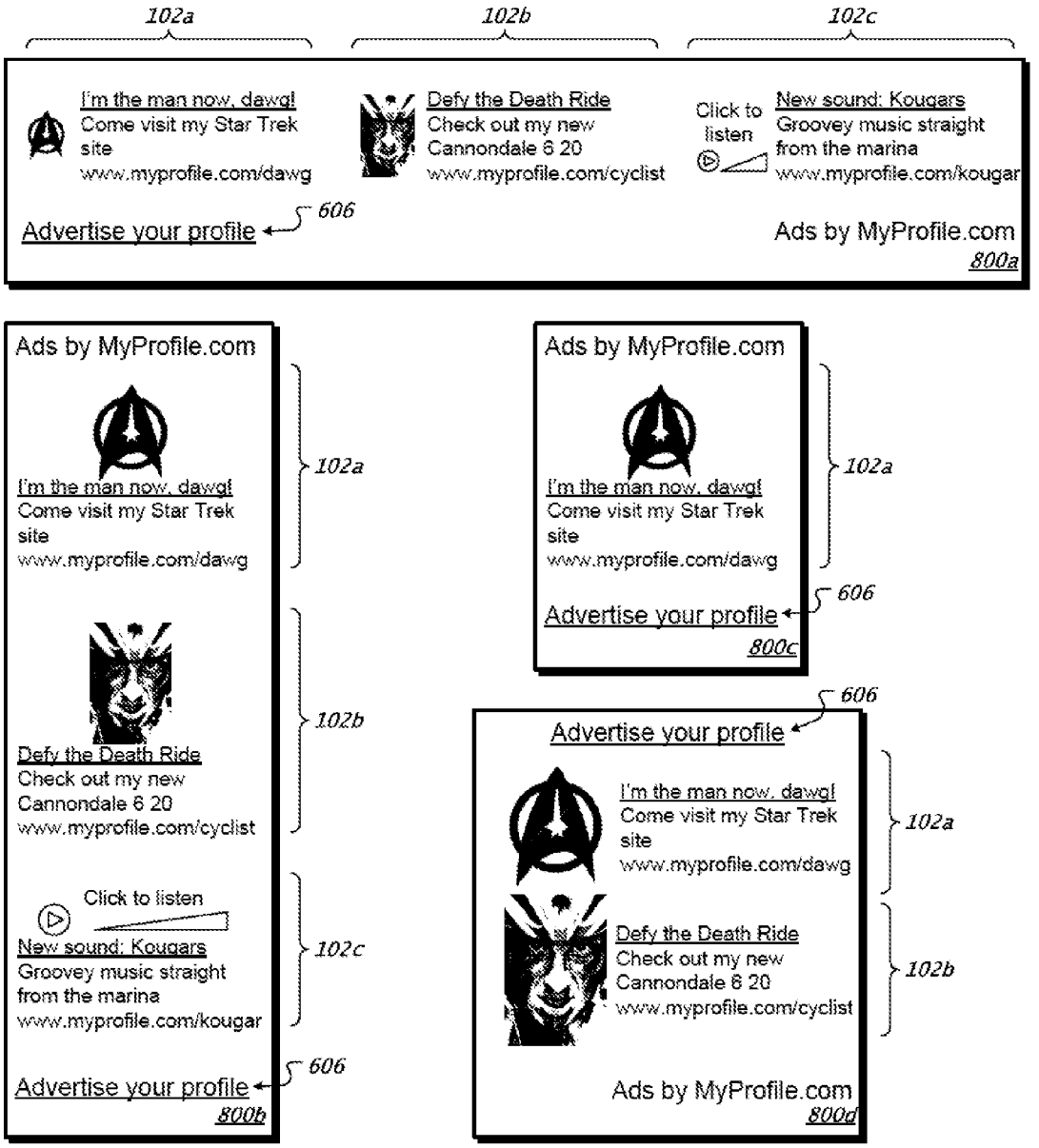

102a
102b
102c
I'm the man now, dawg!
Come visit my Star Trek site
www.myprofile.com/dawg
Defy the Death Ride
Check out my new Cannondale 6 20
www.myprofile.com/cyclist
Click to listen
New sound: Kougars
Groovey music straight from the marina
www.myprofile.com/kougar
Advertise your profile
606
Ads by MyProfile.com
800a
Ads by MyProfile.com
I'm the man now, dawg!
Come visit my Star Trek site
www.myprofile.com/dawg
Defy the Death Ride
Check out my new Cannondale 6 20
www.myprofile.com/cyclist
Click to listen
New sound: Kougars
Groovey music straight from the marina
www.myprofile.com/kougar
Advertise your profile
606
800b
Ads by MyProfile.com
I'm the man now, dawg!
Come visit my Star Trek site
www.myprofile.com/dawg
Advertise your profile
606
800c
Advertise your profile
606
I'm the man now, dawg!
Come visit my Star Trek site
www.myprofile.com/dawg
Defy the Death Ride
Check out my new Cannondale 6 20
www.myprofile.com/cyclist
Ads by MyProfile.com
800d

FIG. 8

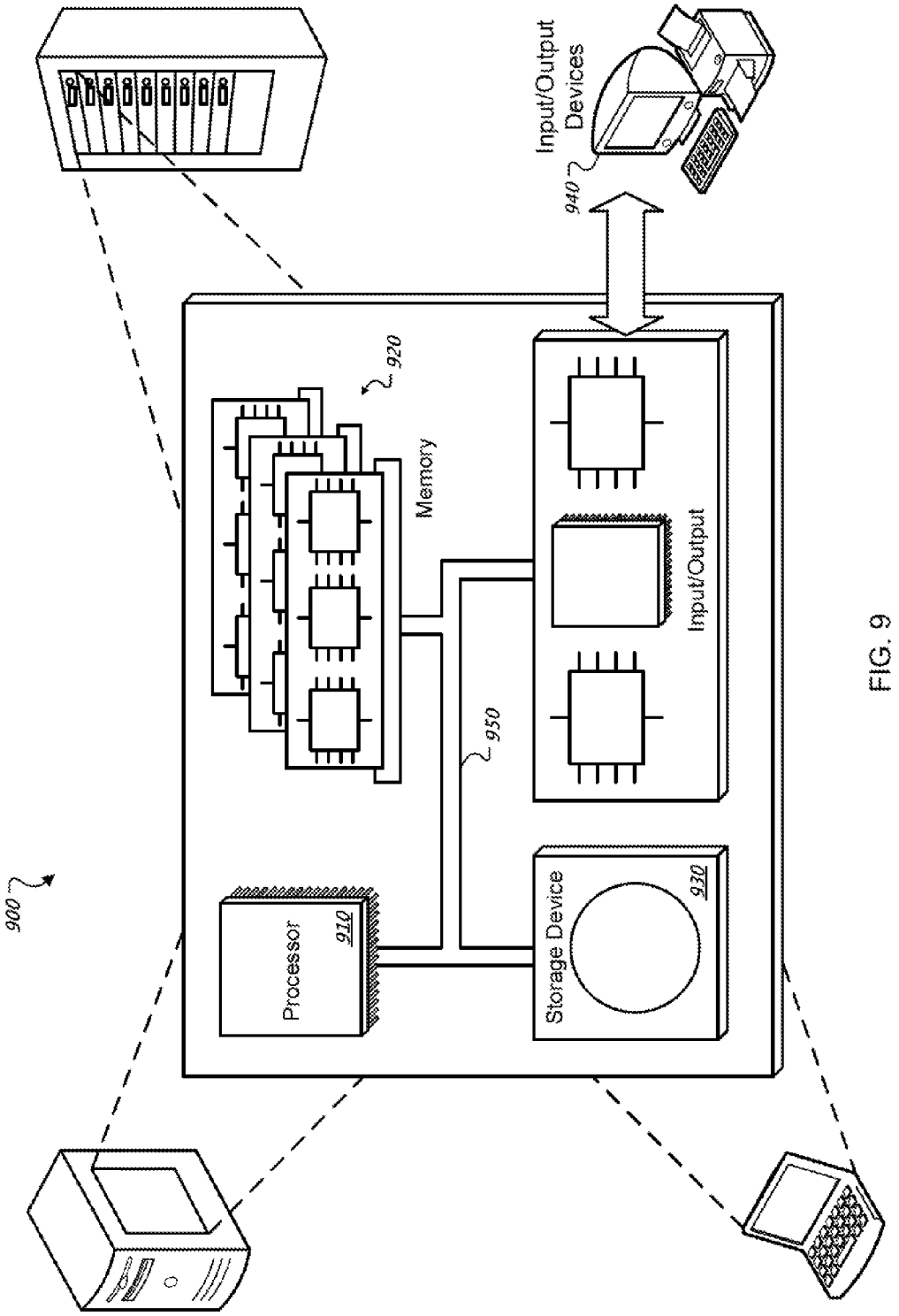

Input/Output Devices
940
920
Memory
Input/Output
950
Processor
910
Storage Device
930
900

FIG. 9

PROFILE ADVERTISEMENTS

CROSS-REFERENCE TO RELATED APPLICATION

[0001] This application claims priority to U.S. application Ser. No. 13/176,472, filed Jul. 5, 2011, entitled "Profile Advertisements," which claims priority to U.S. application Ser. No. 11/479,253, filed on Jun. 30, 2006, entitled "Profile Advertisements," the entire contents of both of which are hereby incorporated by reference.

TECHNICAL FIELD

[0002] This instant specification relates to systems and methods for advertising online profiles.

BACKGROUND

[0003] As the Internet has become increasingly popular, online social networks are becoming an important and pervasive mechanism for communication, entertainment, and profession and social networking. Some online social networks use digital advertisements to meet or defray the costs of hosting. Some of the advertisements, however, are directed to commercial products, which may not be of interest to many people using an online social network for the purposes described above.

[0004] Some other online social networking systems may proactively highlight new or popular members of the systems. However, the highlighted members may have little in common with other users of the social network system that view these highlights. To find members with similar interests, users may have to perform searches using a search feature of the online social network system. However, the search results may be dependent on the accuracy of the search terms entered by the user. Additionally, the search mechanism may not provide members with an opportunity to make their profiles more prominent in the search result.

[0005] Also, the ability of the members to highlight themselves may be limited by the proactive nature of the searching because a user may have to purposely initiate a search for other members before members with similar interests are highlighted for the user.

SUMMARY

[0006] In general, this document describes advertisements associated with particular persons or groups (e.g., bands, clubs, and the like). In one example, a system may generate on-line personal advertisements, such as for members of a social network, and may track responses to such advertisements.

[0007] The systems and techniques described here may provide one or more of the following advantages. First, a system can provide members (which may include individuals or identifiable groups) of an online social network a proactive method to highlight themselves. Second, a system can generate advertisements that are more relevant to members of a social network. This may increase the profitability of entities hosting the social network by generating a revenue source from the members and increasing the click through rates for the generated advertisements. Third, a system may provide members of one social network with information about people that have similar characteristics but are members of a different social network.

[0008] In one implementation, a computer-implemented method for determining personal advertisements for display with search results is described. The method includes receiving, using a computer system, a query that corresponds to content associated with members of an online social network. The method also includes generating, using the computer system, search results that are responsive to the query. The method also includes obtaining, using the computer system, information that characterizes a personal advertisement that advertises a particular member of the online social network. The method also includes comparing, using the computer system, information associated with the search results to the information that characterizes the personal advertisement to determine whether at least a portion of the personal advertisement is related to at least a portion of the search results. The method also includes providing the personal advertisement for display with the search results in response to determining that at least a portion of the information that characterizes the personal advertisement is related to at least a portion of the search results, the personal advertisement including a link to a document for the particular member on the online social network.

[0009] In some aspects, the method may include certain of the following features. For example, the method may also include monitoring accesses of the document for the particular member on the online social network that occur as a result of the personal advertisement being presented. The method may also include generating a fee that is charged to the particular member based on at least one of the accesses, and/or generating a payment that is paid to the online social network based on at least one of the accesses. The particular member may be a group on the online social network.

[0010] In another implementation, a computer-implemented system for providing personal advertisements for display with search results is described. The system includes a search engine executing on a computer system to receive a query that corresponds to content associated with members of an online social network, and to generate search results that are responsive to the query. The system also includes a personal advertisement database to store a personal advertisement that advertises a particular member of the online social network, the personal advertisement including a link to a document for the particular member on the online social network. The system also includes a personal advertisement server executing on the computer system to compare information associated with the search results to the information that characterizes the personal advertisement to determine whether at least a portion of the personal advertisement is related to at least a portion of the search results. The system also includes an interface to provide the personal advertisement for display with the search results in response to determining that at least a portion of the information that characterizes the personal advertisement is related to at least a portion of the search results.

[0011] In some aspects, the system may include certain of the following features. For example, the interface may monitor accesses of the document for the particular member on the online social network that occur as a result of the personal advertisement being presented. The interface may also generate a fee that is charged to the particular member based on at least one of the accesses, and/or generate a payment that is paid to the online social network based on at least one of the accesses. The particular member may be a group on the online social network.

[0012] The details of one or more embodiments of the personal profile feature are set forth in the accompanying drawings and the description below. Other features and advantages of the personal profile feature will be apparent from the description and drawings, and from the claims.

DESCRIPTION OF DRAWINGS

[0013] FIG. **1** is a schematic diagram of an example system for presenting advertising content related to a personal web page.

[0014] FIG. **2** is a block diagram of an example system for presenting advertising content related to a personal web page.

[0015] FIG. **3** is a schematic diagram of an example system for presenting advertising content related to search results.

[0016] FIG. **4** is a block diagram of an example system for presenting advertising content related to search results.

[0017] FIG. **5** is a flow chart of an example process for presenting adverting content related to a personal web page or search results.

[0018] FIG. **6** shows example user interfaces for creating an advertisement to be presented in relation to a personal web page or search results.

[0019] FIG. **7** is a flow chart of an example process for creating an advertisement to be presented in relation to a personal web page or search results.

[0020] FIG. **8** shows example user interfaces for presenting advertisements related to a personal web page or search results.

[0021] FIG. **9** is a schematic diagram of an example generic computer system.

[0022] Like reference symbols in the various drawings indicate like elements.

DETAILED DESCRIPTION

[0023] FIG. **1** is a schematic diagram of an example system **100** for presenting advertising content **102***a-c* related to a personal web page **104**. The personal web page **104** is, for example, a user profile in an online social network **106**, which can include hosted web pages that describes profiles, or characteristics, of the social network's members. Examples of online social networks can include orkut.com, myspace.com, and friendster.com. Alternatively, other types of online social networks or personal web pages may be used, such as job hunting web sites (e.g., monster.com), school alumni web sites, organizations of professionals, Internet dating sites, ratings sites (e.g., hotornot.com), and a company employee internal web site. The personal ads **102***a-c* direct users viewing the personal web page **104** to other personal web pages, such as other social network user profiles or other non-commercial web pages. In certain implementations, the personal ads **102***a-c* are received from a personal advertiser (e.g., someone advertising his or her personal profile or personal web page).

[0024] An external server **108** indexes content from user profiles **110** and stores the indexed content in a repository **112**. In addition, the external server **108** stores personal ads in a repository **114**, such as the user B personal ad **102***a* from a user B client **116**. Using the indexed profiles in the repository **112**, an ad server **118** determines which of the ads in the repository **114** relate to the user A profile **104** currently presented. The related personal ads **102***a-c* are displayed with the user A profile **104**. In certain implementations, the related ads **102***a-c* are transmitted to the social network **106**. Alternatively, the related ads **102***a-c* may be transmitted to a client device presenting the user A profile **104**. In certain implementations, the components and/or actions attributed here to the external server **108** may be included in and/or performed by the social network **106**.

[0025] FIG. **2** is a block diagram of an example system **200** for presenting advertising content **102***a-c* related to a personal web page. The external server **108** includes a web crawler **202**. The web crawler **202** receives the user profile content **110** via an interface **204**. The web crawler **202** traverses the user profile content **110** and generates the indexed user profile content stored in the repository **112**.

[0026] In addition, the web crawler **202** can generate statistical associations between keywords and the user profile content **110**. For example, the user profile content **110** can contain information used by the web crawler to identify what keyword may be related to the content of the profile. This information can include text within the profile, keywords (e.g., metadata) that describe the profile, frequencies of words occurring in the profile, font size of text in the profile (e.g., if one word has a larger font size, more emphasis can be given when associating the profile with keywords), or a hyperlink structure within the profile. The web crawler **202** can store the statistical associations in a repository **206**.

[0027] The structure of the profile used in certain social networks also can be integrated into the analysis of appropriate keywords to link to the profile. For example, the profile may be structured so that certain types of content are identified using their location on the page, metadata, and text proceeding the content (e.g., "interests:," "age:," etc.). If the web crawler **202** determines that the text "law" is within the "interest:" content of a first profile, it can record this association so that other advertisements for profiles that include similar interests may appear on the first profile.

[0028] The external server **108** receives the user B personal ad **102***a* via an interface **208** and stores the personal ad **102***a* in the repository **114**. The personal ad **102***a* includes subcomponents, including a uniform resource identifier **210**, an image **212**, a video **214**, text **216**, and/or keywords **218**. The image **212**, video **214**, and text **216** can form the information presented to the user viewing the personal ad **102***a*. In addition, the personal ad **102***a* may include audio or other appropriate media.

[0029] In certain implementations, the URI **210** is a uniform resource link (URL) that permits a user viewing the personal ad **102***a* to navigate from the user A profile **104** to a personal web page of the user B. In other implementations, the URI **210** can include contact information for the user B (e.g., instant messenger address, telephone number, mailing address, email address, etc.).

[0030] In certain implementations, the image **212**, video **214**, and text **216** are retrieved from the user B personal web page to which the URI **210** directs. For example, a personal advertiser can enter in the URL of the advertiser's profile. The web crawler can retrieve content from the profile based on the profile structure. Because the profile structure is uniform, the web crawler can retrieve consistent content, such as an introductory paragraph that describes the personal advertiser and a photograph of the personal advertiser. In other implementations, the personal advertiser selects the content and uploads it as part of the User B Personal Ad **102***a*.

[0031] The keywords **218** describe the personal ad **102***a* and/or the user B personal web page that the personal ad **102***a* advertises. The keywords **218** may describe, for example, a

category to which the ad **102***a* or the web page belongs, or a language used by the ad **102***a* or the web page. The personal advertiser can enter the keywords, the external server **108** can generate them using the statistical information in the repository **206**, or the keywords can originate from both.

[0032] The external server **108** includes an ad to profile matcher **220** within the ad server **118**. The ad to profile matcher **220** matches personal ads from the repository **114** to a profile to be presented. The matcher **220** uses the indexed user profile content in the repository **112** together with additional personal ad keywords **222** from the repository **206** to relate, for example, the user A profile **104** to the personal ads **102***a-c*. For example, the user A profile **104** may contain text, keywords, or links to web pages including the phrases "Star Trek," "cycling," and "local music." The personal ads **102***a-c* may contain keywords of "Star Trek" **218**, "cycling," and "local music," respectively. The matcher **220** determines that the profile **104** is related to the ad **102***a* by the words "Star Trek," to the ad **102***b* by the word "cycling," and to the ad **102***c* by the words "local music."

[0033] Additionally, a phrase associated with the user A profile **104** may originate from the additional personal ad keywords **222**. For example, the user A profile **104** may include the phrase "bicycling." The repository **206** may contain a statistical association between the word "bicycling" and the word "cycling"; therefore the word "cycling" is included in the additional personal ad keywords and then related to the ad **102***b*.

[0034] In addition, the user A profile **104** may include the word "physicist." The repository **206**, and the additional personal ad keywords **222**, may include a phrase of "Star Trek" associated with the word "physicist." The crawler **202** may have determined that there is a relationship between profiles including the word "physicist" and profiles including the phrase "Star Trek." The matcher **220** then relates the additional keywords "Star Trek" to the user B personal ad keywords **218**.

[0035] In the examples described here, an exact match is identified between the phrases from the user A profile **104** and the ads **102***a-c*. In general, the profile content portions are statistically related to the personal ad keywords, but the relationship may be less than exact, such as a relationship meeting a predetermined statistical threshold. The ad server **118** outputs the related ads **102***a-c* via the interface **204**. Ads can also be targeted to attributes expressed in manners other than keywords, such as user age or age range, gender, geographic proximity, and non-profile attributes such as how often a user logs into a social network.

[0036] FIG. **3** is a schematic diagram of an example system **300** for presenting advertising content **102***a-c* related to search results **302**. A client **304** transmits a search query **306** to a search engine **308** at a search server **310**. The search may be, for example, a lookup of profiles at the social network **106**. The search engine **308** generates the search results **302**. The search engine **308** may base the search results **302** on an index of the user profile content **110** from the social network as well as content from other websites. The search server **310** determines the personal ads **102***a-c* to be displayed in conjunction with the search results **302**. The search server **310** then transmits the search results **302** and the personal ads **102***a-c* to the client **304**.

[0037] FIG. **4** is a block diagram of an example system **400** for presenting advertising content **102***a-c* related to search results **302**. The web crawler **202** indexes the user profile content **110** as well as other website content **402** and stores the indexed content in a repository **404**. A request processor **406** receives the search query **306**. After processing the search query **306**, the request processor **406** passes the search query **306** to the search engine **308**. The search engine **308** uses the search query **306** together with the indexed content in the repository **404** to determine the search results **302**. The search engine **308** passes the search results **302** to a response formatter **408**.

[0038] The ad server **118** determines which ads from the repository **114** to present with the search results **302**. The ad server **118** uses the indexed content in the repository **404** together with the search query **306** and/or the search results **302** to determine the personal ads **102***a-c* related to the search results **302**. The ad server **118** passes the related ads **102***a-c* to the response formatter **408**. The response formatter **408** outputs the search results **302** and the related ads **102***a-c* via the interface **204**.

[0039] FIG. **5** is a flow chart of an example process **500** for presenting adverting content related to a personal web page or search results. The process **500** may be performed, for example, by the systems **100**, **200**, **300**, and/or **400**, and for clarity of presentation, the description that follows uses these as the basis of examples for describing the process **500**. However, another system, or combination of systems, may be used to perform the process **500**.

[0040] Process **500** begins with receiving (**502**) personal web page content. For example, the external server **108** and the search server **310** receive the user profile content **110**. The servers **108** and **310** index the user profile content **110** and store the indexed content in repositories **112** and **404**, respectively.

[0041] Process **500** generates (**504**) one or more personal ads. For example, advertiser users may submit information used to create the personal ads **102***a-c* at the servers **108** and **310** or the ads **102***a-c* may be created by the servers **108** and **310** using content from the personal web pages referred to by the ads **102***a-c*.

[0042] Process **500** associates **506***a-b* one or more personal ads with personal web page content related to the ads or keywords/categories related to search results, respectively. For example, the ad server **118** may relate the user A profile to the personal ads **102***a-c* or the ad server **118** may relate the search results **302** to the personal ads **102***a-c*.

[0043] Process **500** receives (**508***a-b*) a request to display an ad with a personal web page or to generate search results, respectively. For example, the social network **106** may make a request to the external server **108** that ads be displayed in conjunction with the user A profile **104** or the client **304** may transmit the search query **306** to the search server **310**.

[0044] Process **500** transmits (**510***a-b*) the one or more ads for display with the personal ad or the search results, respectively. For example, the external server **108** may transmit the personal ads **102***a-c* to the social network **106** or the search server **310** may transmit the personal ads **102***a-c* to the client **304**.

[0045] The personal ads **102***a-c* may be placed in various manners. For example, the personal ads **102***a-c* may be placed on a user's profile page to which the ads **102***a-c* have been determined to bear a relation or some commonality. Various visitors to the person's profile page would then see the ads **102***a-c*. In one implementation, the ads **102***a-c* may be generated to match ads for other profiles with the present profile

such as by comparing the two profiles. Specifically, an ad may be in the form of, "If you like Sally's profile, then you'll love _____'s profile."

[0046] The personal ads **102***a-c* may also be placed to be targeted to a particular member as they navigate a site such as a social network site. For example, if the user is anywhere in the site, they may see ads directed to attributes of their profile. The selected ads may be taken from a sub-group of ads relevant to the place the member is visiting, and the particular ads to display may be selected using parameters associated with the user. Also, the ad selection may occur using a combination of attributes for a visiting user, and attributes associated with a page (such as a personal profile page) that the person is visiting. In such a situation, the visitor's profile may show explicitly attributes associated with the user, whereas the place the user visits may reflect implicit attributes, such as the user's (perhaps well hidden) desires. Thus, in this manner ads **102***a-c* may be targeted to an end member in general.

[0047] FIG. **6** shows example user interfaces **600***a-c* for creating an advertisement to be presented in relation to a personal web page or search results. The interface **600***a* is a representation of a personal ad. The interface **600***a* includes a media window **602**, a description text **604**, and an advertise control **606**. The media window **602** presents media, such as an image, audio, or video, to a user viewing and/or listening to the ad. The description text **604** contains the text body of the ad that describes a personal web page being advertised. A user viewing the ad may select the advertise control **606** to initiate the creation his or her own personal ad.

[0048] The interface **600***b* allows an advertiser to select a file to be uploaded from a file list **630**. The file may be media such as an image, audio, or video. The file list **630** may contain controls that allow the advertiser to navigate to a location where a particular file associated with the personal web page to be advertised resides. Selecting a file in the file list **630** may initiate the interface **600***c* or another control may initiate the interface **600***c*.

[0049] The interface **600***c* is an editor for the text description of the personal ad. The interface **600***c* includes a text entry area **660** and a text formatting controls **662**. An advertiser may make inputs to the text entry area **660** containing the description of the personal ad. The advertiser may format the description, such as with underlining, boldface, color, font, or font size, using the text formatting controls **662**.

[0050] FIG. **7** is a flow chart of an example process **700** for creating an advertisement to be presented in relation to a personal web page or search results. Process **700** begins with a user clicking (**702**) on "Advertise my profile." For example, a user may click on the advertise control **606** in the personal ad interface **600***a*. Selecting the advertise control **606** initiates an ad generator front end **704**. The ad generator front end **704** guides the user through the personal ad creation process.

[0051] Optionally, process **700** receives (**706**) a user login to an account. For example, the personal ad creation/modification process may be password protected to prevent unauthorized changes from being made to personal ads.

[0052] Optionally, process **700** receives (**708**) a user generated ad. For example, a user may create a personal ad using the interfaces **600***a-c*. Alternatively, personal ads may be automatically generated by process **700** using, for example, content from a user's personal web page.

[0053] Process **700** receives (**710**) a user-specified cost-per-click, budget, and targets. For example, the user may specify how much the user intends to pay for each action resulting from the personal ad, such as an action of navigating to the user's personal web page via the personal ad or performing an action at the personal web page. Payments may be triggered by various events, such as cost/pay-per-impression, cost/pay-per-click, and cost/pay-per action or acquisition (where action/acquisition may include, for example, adding the user as a friend). Payments made by the advertiser based on the cost-per-click (or other method) may be credited to an entity providing the ad server **118** functionality, an entity responsible for the personal web page where the personal ad is presented, an entity hosting the personal web page where the personal ad is presented (e.g., the social network **106**), or some combination of these entities.

[0054] A payment system **712** tracks the number of times the advertiser's personal web page is accessed via the personal ad. The budget indicates a limit to the number of times the personal ad may be presented and selected. The targets indicate the types of personal web pages where the personal ad is to be presented, or the types of viewers to whom it is to be presented. For example, the keywords **218** (or other attributes) may include the specified target information. The keywords **218** are then used when determining with which personal web pages to display the personal ad in conjunction.

[0055] Process **700** receives (**714**) user payment details. For example, the advertiser user may input credit card information or PayPal information to make the payments based on the selected cost-per-click amount.

[0056] FIG. **8** shows example user interfaces **800***a-d* for presenting advertisements related to a personal web page or search results. The interfaces **800***a-d* include the advertise control **606**. The interfaces **800***a-d* present the personal ads **102***a-d* having the keywords "Star Trek," "cycling," and "local music," respectively. The interface **800***a* presents the personal ads **102***a-c* in a horizontal or banner orientation. The interface **800***b* presents the personal ads **102***a-c* in a vertical or sidebar orientation. The interfaces **800***a-b* may represent the personal ads **102***a-c* as described above with reference to FIGS. **1** and **3**. In another example, a single personal ad may be shown, such as the personal ad **102***a* in the interface **800***c*, or two personal ads may be shown, such as the personal ads **102***a-b* in the interface **800***d*.

[0057] FIG. **9** is a schematic diagram of an example of a generic computer system **900**. The system **900** can be used for the operations described in association with the method **300** according to one implementation. For example, the system **900** may be included in either or all of the social network **106**, the external server **108**, the user B client **116**, the client **304**, the search server **310**, and the payment system **712**.

[0058] The system **900** includes a processor **910**, a memory **920**, a storage device **930**, and an input/output device **940**. Each of the components **910**, **920**, **930**, and **940** are interconnected using a system bus **950**. The processor **910** is capable of processing instructions for execution within the system **900**. In one implementation, the processor **910** is a single-threaded processor. In another implementation, the processor **910** is a multi-threaded processor. The processor **910** is capable of processing instructions stored in the memory **920** or on the storage device **930** to display graphical information for a user interface on the input/output device **940**.

[0059] The memory **920** stores information within the system **900**. In one implementation, the memory **920** is a computer-readable medium. In one implementation, the memory **920** is a volatile memory unit. In another implementation, the memory **920** is a non-volatile memory unit.

[0060] The storage device **930** is capable of providing mass storage for the system **900**. In one implementation, the storage device **930** is a computer-readable medium. In various different implementations, the storage device **930** may be a floppy disk device, a hard disk device, an optical disk device, or a tape device.

[0061] The input/output device **940** provides input/output operations for the system **900**. In one implementation, the input/output device **940** includes a keyboard and/or pointing device. In another implementation, the input/output device **940** includes a display unit for displaying graphical user interfaces.

[0062] The features described can be implemented in digital electronic circuitry, or in computer hardware, firmware, software, or in combinations of them. The apparatus can be implemented in a computer program product tangibly embodied in an information carrier, e.g., in a machine-readable storage device or in a propagated signal, for execution by a programmable processor; and method steps can be performed by a programmable processor executing a program of instructions to perform functions of the described implementations by operating on input data and generating output. The described features can be implemented advantageously in one or more computer programs that are executable on a programmable system including at least one programmable processor coupled to receive data and instructions from, and to transmit data and instructions to, a data storage system, at least one input device, and at least one output device. A computer program is a set of instructions that can be used, directly or indirectly, in a computer to perform a certain activity or bring about a certain result. A computer program can be written in any form of programming language, including compiled or interpreted languages, and it can be deployed in any form, including as a stand-alone program or as a module, component, subroutine, or other unit suitable for use in a computing environment.

[0063] Suitable processors for the execution of a program of instructions include, by way of example, both general and special purpose microprocessors, and the sole processor or one of multiple processors of any kind of computer. Generally, a processor will receive instructions and data from a read-only memory or a random access memory or both. The essential elements of a computer are a processor for executing instructions and one or more memories for storing instructions and data. Generally, a computer will also include, or be operatively coupled to communicate with, one or more mass storage devices for storing data files; such devices include magnetic disks, such as internal hard disks and removable disks; magneto-optical disks; and optical disks. Storage devices suitable for tangibly embodying computer program instructions and data include all forms of non-volatile memory, including by way of example semiconductor memory devices, such as EPROM, EEPROM, and flash memory devices; magnetic disks such as internal hard disks and removable disks; magneto-optical disks; and CD-ROM and DVD-ROM disks. The processor and the memory can be supplemented by, or incorporated in, ASICs (application-specific integrated circuits).

[0064] To provide for interaction with a user, the features can be implemented on a computer having a display device such as a CRT (cathode ray tube) or LCD (liquid crystal display) monitor for displaying information to the user and a keyboard and a pointing device such as a mouse or a trackball by which the user can provide input to the computer.

[0065] The features can be implemented in a computer system that includes a back-end component, such as a data server, or that includes a middleware component, such as an application server or an Internet server, or that includes a front-end component, such as a client computer having a graphical user interface or an Internet browser, or any combination of them. The components of the system can be connected by any form or medium of digital data communication such as a communication network. Examples of communication networks include, e.g., a LAN, a WAN, and the computers and networks forming the Internet.

[0066] The computer system can include clients and servers. A client and server are generally remote from each other and typically interact through a network, such as the described one. The relationship of client and server arises by virtue of computer programs running on the respective computers and having a client-server relationship to each other.

[0067] Although a few implementations have been described in detail above, other modifications are possible. For example, the payment system **712** described in association with FIG. **7** can include a micropayment system. In one implementation, the micropayment system can track a number of times a user selects a URL in an advertisement for a personal profile. Instead of charging a person associated with the advertisement each time the URL is selected, the micropayment system can charge the user after a charges associated with the clicks have crossed a predefined threshold, such as ten dollars. Alternatively, the micropayment system can accept a payment from a user and create an account that the fees are debited against.

[0068] In other implementations, the source of the advertisements of profiles from a first online social network may be displayed with profiles hosted by a second online social network. An external web server can receive profile information from the first online social network and transmit advertisements for profiles from the second online social network for display with profiles hosted by the first online social network.

[0069] In yet other implementations, a personal profile includes web pages not associated with a social network. These web pages may not include a standard structure of categories that describe a user. A user may design a web page that includes a variety of content include information about the user. For example, geocities.com hosts a variety of web sites that describe personal aspects of users of the web hosting service. These websites may be noncommercial websites, where the primary purpose of the content of the user designed website may be expressing personal information and interests instead of promoting a product for sale. Although advertisements for products may be generated and associated by the web hosting service for display with the user designed website, the content of the websites may still be noncommercial.

[0070] In addition, the logic flows depicted in the figures do not require the particular order shown, or sequential order, to achieve desirable results. In addition, other steps may be provided, or steps may be eliminated, from the described flows, and other components may be added to, or removed from, the described systems. Accordingly, other implementations are within the scope of the following claims.

What is claimed is:

1. A computer-implemented method for determining personal advertisements for display with search results, the method comprising:

receiving, using a computer system, a query that corresponds to content associated with members of an online social network;

generating, using the computer system, search results that are responsive to the query;

obtaining, using the computer system, information that characterizes a personal advertisement that advertises a particular member of the online social network;

comparing, using the computer system, information associated with the search results to the information that characterizes the personal advertisement to determine whether at least a portion of the personal advertisement is related to at least a portion of the search results; and

providing the personal advertisement for display with the search results in response to determining that at least a portion of the information that characterizes the personal advertisement is related to at least a portion of the search results, the personal advertisement including a link to a document for the particular member on the online social network.

2. The method of claim **1**, wherein the particular member is a group on the online social network.

3. The method of claim **1**, further comprising monitoring accesses of the document for the particular member on the online social network that occur as a result of the personal advertisement being presented.

4. The method of claim **3**, further comprising generating a fee that is charged to the particular member based on at least one of the accesses.

5. The method of claim **3**, further comprising generating a payment that is paid to the online social network based on at least one of the accesses.

6. A computer-readable storage medium storing instructions that, when executed by one or more processing devices, cause the processing devices to perform operations comprising:

receiving, using a computer system, a query that corresponds to content associated with members of an online social network;

generating, using the computer system, search results that are responsive to the query;

obtaining, using the computer system, information that characterizes a personal advertisement that advertises a particular member of the online social network;

comparing, using the computer system, information associated with the search results to the information that characterizes the personal advertisement to determine whether at least a portion of the personal advertisement is related to at least a portion of the search results; and

providing the personal advertisement for display with the search results in response to determining that at least a portion of the information that characterizes the personal advertisement is related to at least a portion of the search results, the personal advertisement including a link to a document for the particular member on the online social network.

7. The storage medium of claim **6**, wherein the particular member is a group on the online social network.

8. The storage medium of claim **6**, wherein the operations further comprise monitoring accesses of the document for the particular member on the online social network that occur as a result of the personal advertisement being presented.

9. The storage medium of claim **8**, wherein the operations further comprise generating a fee that is charged to the particular member based on at least one of the accesses.

10. The storage medium of claim **8**, wherein the operations further comprise generating a payment that is paid to the online social network based on at least one of the accesses.

11. A computer-implemented system for providing personal advertisements for display with search results, the system comprising:

a search engine executing on a computer system to receive a query that corresponds to content associated with members of an online social network, and to generate search results that are responsive to the query;

a personal advertisement database to store a personal advertisement that advertises a particular member of the online social network, the personal advertisement including a link to a document for the particular member on the online social network;

a personal advertisement server executing on the computer system to compare information associated with the search results to the information that characterizes the personal advertisement to determine whether at least a portion of the personal advertisement is related to at least a portion of the search results; and

an interface to provide the personal advertisement for display with the search results in response to determining that at least a portion of the information that characterizes the personal advertisement is related to at least a portion of the search results.

12. The system of claim **11**, wherein the particular member is a group on the online social network.

13. The system of claim **11**, wherein the interface monitors accesses of the document for the particular member on the online social network that occur as a result of the personal advertisement being presented.

14. The system of claim **13**, wherein the interface generates a fee that is charged to the particular member based on at least one of the accesses.

15. The system of claim **13**, wherein the interface generates a payment that is paid to the online social network based on at least one of the accesses.

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