

feature article

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Free, but not easy

How e-retailers are building web links that charm search engine spiders

By Mary Wagner

National Underwear Day

PR efforts and media coverage also combine with content to bring in outside links at underwear site Freshpair.com, a MoreVisibility client. The site originated National Underwear Day, which features a live show with models strutting in their skiwies on a runway in Times Square. The site devotes real estate to the annual event year-round, with streamed videos, previews, reports of media and more, all of which helps to attract traffic and build links, says president Michael Kleinmann.