People Search Website Receives Traffic Surge

Tracesmart aid amateur genealogists

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Following the first episode of the new series of 'Who Do You Think You Are?', Tracesmart, leading providers of online people search tools, experienced a significant surge in visitors to their site. It would appear the programme has inspired viewers to research their family tree, in which Tracesmart can play an important role.

Over 10,000 people searches are conducted daily on the Tracesmart website, which helps people to find relatives and friends.The site provides people tracing and research tools, such as their address search tool, which are driven by a multitude of databases which cover recent history. Whilst users cannot research historical data such as census records, which are a useful resource for genealogists, they do provide a link to some of the most powerful resources for family tree research – living relatives.

Many people in the UK have lost touch with family members or have distant relatives who may hold the key to unlocking their family history, and Tracesmart has long been used to aid amateur genealogists in their quest for knowledge.

Providing access to information such as current and historicElectoral Roll records and Birth, Death and Marriage Indexes, Tracesmart can be utilised to locate relatives that could provide vital links to the past.

The BBC's 'Who Do you Think You Are?' series has raised the profile of genealogy. The first episode of this new series aired on Wednesday 15th July at 9pm and featured Davina McCall, who traced her French and English roots. It was following this broadcast that the Tracesmart website received an influx of visitors. Owen Roberts, Communications Manager at Tracesmart, comments on the role the company has to play in family research,

"Living relatives can often provide gems of information about a family's history but, unfortunately, family members can often lose touch with one another. It is at this point that the genealogist will turn to us to help them locate those relatives they have lost contact with.

In addition to our online search facilities, we also have an experienced team of researchers who can offer advice to those who have lost contact with a family member – my advice to anyone who is searching for a relative is get in touch with us!"

This series of 'Who Do You Think You Are?' continues for another 5 episodes, with the forthcoming episode featuring Radio 1's Chris Moyles.

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