

## [WWW.SHIRLEYMCKIE.COM](http://WWW.SHIRLEYMCKIE.COM) : GROWTH AND DEVELOPMENT

Watching the popularity of [www.shirleymckie.com](http://www.shirleymckie.com) grow has been a fascinating process. The site has averaged 50 substantive (visitors spending more than 30 seconds on the site) hits per day over the last month - ranging from a high of 118 hits to a low of 27. The hits are growing day on day and the average for the past week is **63 per day**. As well as returning visitors there is a steady growth of first time visitors

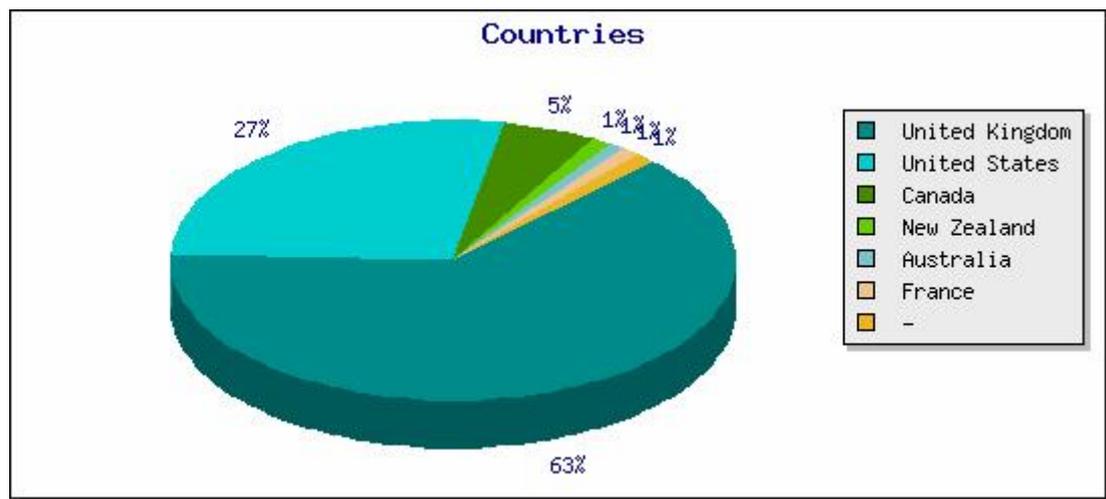
Much of the growth is due to links from [www.clpex.com](http://www.clpex.com) and [www.onin.com](http://www.onin.com) and other sites worldwide who have been kind enough to provide links. A high profile on Google has been extremely helpful and we continue to work at improving site access.

Despite the mistaken belief that websites attract thousands of visitors the reality for the majority is much more mundane. We believe we are building up a high quality clientele representing a broad spectrum of interests across the world.

While visitor numbers are important the quality of and reason for visits is of interest and we are pleased to note that visitors and contributors have included forensic experts, researchers, lawyers, SCRO, police, government, media, students, academics, supporters of Shirley and interested members of the public.

We are particularly pleased that more and more students are using site information for their essays and theses.

There is an interesting spread of visitors from across the world:



In addition we have had visitors from across Europe, Asia and South America.

This worldwide interest is extremely encouraging and proves that the internet now gives individuals a voice often denied them by the system. We are always pleased to hear how visitors rated the site and welcome suggestions for improvement.

**We are also interested in ideas for spreading the word and expanding visitor numbers.**

A further update on growth and development will be provided next month.