

# How Can Online Sweepstakes Website Increase Your Website Traffic?

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An online sweepstakes website can be effective in increasing brand awareness. This article will discuss the steps to boost your website's visitor counts.

If you're looking for more website traffic, consider using online sweepstakes as a top of the funnel marketing tool. Sweepstakes can offer many benefits for your website, including increased visibility in search engines like Google.

By creating online sweepstakes promotion sites, you'll be able to take advantage of organic search traffic to gather a bigger share of the internet market in your industry while gathering first-party data.

The main goal of promotion is to drive traffic to your website and gather first party data while providing a trustworthy brand experience that fosters awareness and loyalty. With reduced cross-site tracking and the phasing out of 3rd party cookies, sweepstakes become extremely valuable to gather information of your site users.

With data from your sweepstakes promotion, you can then retarget users through your different advertising channels to keep them returning to your website or online store.

Let's suppose you want to get a lot of buzz for a new product or service. You can contact your key customers through your different marketing channels like email and social media, inviting them to visit your website and participate in your product launch by joining your online sweepstakes.

With a sweepstakes prize or contest, you can incentivize people to visit a dedicated landing page that immerses them in your product and sweepstakes while giving them a chance to win a prize.

When used correctly, sweepstakes can be a powerful marketing tool to help increase overall website traffic. Here are some tips on how to use get the best outcome:

## Make Sure Your Sweepstakes Prize is Relevant

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Make sure your prize is relevant to your target audience in the sweepstakes promotion. Offering a prize that appeals to your target market is more likely to result in increased qualified website traffic than offering a generic prize.

## Create a Sweepstakes Marketing Strategy

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Once you've decided on a relevant prize, it's time to start planning your sweepstakes marketing strategy. Decide where and how you'll promote your sweepstakes.

Some ideas for promoting your sweepstakes include:

- Email marketing
- Social media like TikTok, Facebook, and Instagram
- Display advertising
- Your website or blog banners

In digital promotions, think about how you can reach your target audience through these channels and make sure your promotions align with your business goals by mapping it out. The Sweeppea [sweepstakes platform](#) allows you to map and run your entire sweepstakes.

## Make it Easy to Enter

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Make sure your [entry form](#) is short and easy to complete. The easier it is for people to enter, the more likely they are to do so.

## Make it Easy to Share

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You can also increase website traffic by making it easy for people to share your sweepstakes with their friends and family. Add social sharing buttons to your entry form and website so people can share your sweepstakes with just a few clicks.

## Include a Call to Action

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Make sure your call-to-action (CTA) is clear and visible in all communications related to your sweepstakes. Your CTA should tell people what they need to do to enter and how long they have to do it.

For example, your CTA could look like the following banner:

## Keep Track of Your Progress

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Finally, don't forget to track your results. Keep an eye on your website traffic, participants, and social media metrics to see how your sweepstakes are performing. This will help you determine whether or not it's an effective marketing strategy for your website.

## Conclusion

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A sweepstakes can engage your target audience, motivate them to learn about or purchase your products and increase your website traffic.

Additionally, sweepstakes can offer many benefits for your website, including increased SEO and Google rankings. So what are you waiting for? Start planning your next sweepstakes today!

For more information on how Sweeppea can help you create your sweepstakes, contact us at [support@sweeppea.com](mailto:support@sweeppea.com) or call us at 305-505-5393.