

How Much Traffic Does a Sweepstakes or Contest Website Get?aa

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Do you want to increase contest or sweepstakes website traffic? It depends. Consider the realities about how much traffic a sweepstakes or contest website gets, including the impact of traffic peaks on your contest experience as well as the quality of leads gained from it.

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Will a Visitor Traffic Spike Impact Your Giveaway Customer Experience?

Websites tend to load quickly when they are accessed by an average number of users. However, when you run sweepstakes and contests that may result in traffic peaks that are higher than what your brand website or social media profiles typically receive, it's important to consider the impact that the visitor traffic spike will have on your sweepstakes website.

If you want to see sweepstakes ROI in the form of leads and sales, you also need to know about the quality of your visitors and participants. Read this article to unlock the secrets to good traffic and quality leads for your sweepstakes or contest.

IN THIS ARTICLE:

- What is good traffic for a sweepstakes?
- How much traffic can a social media contest handle?
- What are sweepers?

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Organic Traffic vs Paid Traffic for Sweepstakes and Contests

In a recent survey conducted by [Hubspot Blog](#) of over 400 web traffic analysts, the most common answers to monthly website traffic for larger websites were between 15K to 50K (19.3% of survey respondents) and 50,001-250K (23.2% of survey respondents) visitors per month. With the average sweepstakes or contest lasting roughly 7-14 days, a normal estimate for traffic to the brand website is around, let's say 100K visitors for the duration of the giveaway promotion.

This is excluding any traffic spikes that will occur once the giveaway promotion goes live. As a result, brands have to consider scaling up their sweepstakes and contest infrastructure in order to support a spike in user sessions from around this baseline.

via [GIPHY](#)

Do Sweepstakes and Contest Websites Get Organic Traffic?

Generally, no. Sweepstakes, contests, and raffle websites generally do not rely on by organic traffic. That is because the sweepstakes website and domain are typically registered just before the start of the promotion, during the conceptualization process. While some companies may reserve their own dedicated sweepstakes and contest domains, the majority do not.

As a result, they are unable to benefit from organic [SEO](#) for ranking their contest websites and

