

About Hotfrog

Hotfrog began in 2006 as three people and an idea, and has grown through experimentation and perseverance. Today Hotfrog is in 38 countries and helps 69 million businesses reach new customers globally.

It's a place for you, the small business owner, to tell the world what you do differently.

A Hotfrog profile is a tool for you to create demand for your business. It helps you convey exactly what's different about your products and services, add images, create coupons and put your business' unique approach and personality in front of people searching online. So if you consider service to be more than just delivering something on time, Hotfrog will make you stand out to potential customers.

People search online for all kinds of products and services every day. The keywords you choose for your profile are matched to the words potential customers enter into online search engines. Your business ranks higher because Hotfrog technology helps get your unique keywords picked up by search engines.

Hotfrog's straight-forward reporting tools show the activity on your profile, underlining your most successful keywords and helping you add similar ones. Intelligent tools, designed to get you in front of more searchers.

If you're at the helm of your own business, Hotfrog can connect you with the right customers by putting your profile in online search results. Take a look at the opportunities created for small businesses in the past month below.

- Over 594 businesses added per day
- Operating in 38 countries worldwide
- 3,572,573 page views per month
- 1,623,012 unique users per month

Operating out of Sydney, Australia Hotfrog is owned by Reed Business Information Pty Ltd, which is part of the Reed Elsevier group.

For more information about how to profile your business or any other query please see [Hotfrog help](#).

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