# Article information:

About Us | Hotfrog Legal  
<https://legal.hotfrog.com/about-us/>

# Article summary:

1. Hotfrog is a directory that helps businesses reach customers globally, operating in 44 countries and assisting 69 million businesses.

2. Hotfrog profiles help businesses create demand by highlighting what sets them apart and utilizing SEO benefits to rank higher in search engines.

3. Hotfrog's support team does not make alterations to business listings, but changes can be made through the links on the listings themselves or by contacting support@locafy.com.

# Article rating:

Appears strongly imbalanced: The article is written in a biased or one-sided way, and the information it provides is not trustworthy enough to be considered a reliable source. You should consult other sources to find reliable information on the presented issues.

# Article analysis:

The article titled "About Us | Hotfrog Legal" provides some information about Hotfrog, a directory service that helps businesses reach new customers globally. However, upon analyzing the content, several potential biases and issues can be identified.

Firstly, the article mentions that Hotfrog has been bought by Locafy but still operates as a stand-alone company. This information could potentially create bias as it may lead readers to believe that Hotfrog is an independent and reliable source. However, it fails to mention any potential conflicts of interest or how this acquisition might impact the services provided by Hotfrog.

The article claims that Hotfrog helps businesses create demand for their products and services through its profile tool. It states that the SEO benefits are huge without providing any evidence or data to support this claim. This unsupported assertion raises questions about the credibility of the information presented.

Furthermore, the article emphasizes that Hotfrog's technology helps businesses rank higher in search engines by getting their unique keywords picked up. While this may be true to some extent, it fails to acknowledge other factors such as website quality, user experience, and competition that also play a significant role in search engine rankings. By not exploring these counterarguments or presenting a balanced view, the article appears one-sided and promotional in nature.

Additionally, the article includes links to Locafy's website multiple times without providing sufficient context or explanation. This promotional content raises concerns about potential bias and partiality towards Locafy's services.

Moreover, there is no mention of any possible risks or limitations associated with using Hotfrog's services. Every business listing platform has its own set of advantages and disadvantages, but this article fails to provide a comprehensive analysis of these factors.

Overall, this article lacks critical analysis and presents information in a biased manner. It makes unsupported claims about Hotfrog's SEO benefits and fails to explore counterarguments or present both sides equally. The inclusion of promotional content for Locafy further raises concerns about the objectivity of the article.

# Topics for further research:

* Potential conflicts of interest in Hotfrog's acquisition by Locafy
* The impact of Locafy's acquisition on Hotfrog's services
* Critiques of Hotfrog's profile tool and its claimed SEO benefits
* Factors other than keywords that affect search engine rankings
* Limitations and risks of using Hotfrog's services
* Comparisons between Hotfrog and other business listing platforms

# Report location:

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