

Hotfrog New Zealand to Allow Users to Review and Rate Businesses

Hotfrog had so far been allowing SMEs to list their business in the online directory for free.

AUCKLAND, NEW ZEALAND, July 2, 2015 /EINPresswire.com/ -- Hotfrog New Zealand, one of the top online business directories in the country, has announced the introduction of new features to its website. The directory, focused on small and medium businesses, is a major global brand in its segment. It is a Google AdWords Premier SMB Partner, has a high Page Rank, and is spread across 38 countries.



The announcement of new features on Hotfrog New Zealand come as part of the new sweeping changes taking place across the group after the recent company takeover. The online business directory will have new features including the addition of a series of business categories, and reviews and ratings for all business listings.

This was announced by company CEO Fahd Mercy. The top official said, "With 59 million member businesses, we have massive global opportunities. We have a new management and new ideas. We will be adding new features to deliver better product value to both SMEs and our visitors. The introduction of reviews and ratings is an effort to improve the value proposition that will eventually reach the business consumer who trusts the Hotfrog brand in New Zealand and across another 37 countries."

It also has had paid membership plans coupled with certain advertising opportunities. The addition of new reviews and ratings feature will help companies add more credibility to their products and services offerings.

The online business directory currently generate over a quarter of a million monthly views and thousands of business enquiries in the country. Its product categories include everything from Advertising to Hotels to Real Estate to Vehicle Rentals and major industries in New Zealand.

It has grown at a staggering rate in the last 7 years and the new management is planning to increase the growth rate further with the launch of new branding initiatives.

There are very few online business directories in New Zealand which currently have a review/rating structure for its members. "In the current scenario it is not possible for users to determine where a product or service provider stands in terms of quality services. The new reviews and ratings feature will help fill that gap," he said.

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