

SEO & PPC Competitor Analysis

Digital Opportunity Evaluation

A Horváth Analysis

Executive Summary

SEO & PPC Competitor Analysis

This analysis provides a high-level view of Horváth USA's current search visibility and paid media presence, benchmarked against key consulting competitors including McKinsey, Bain, and Deloitte. The goal is to identify **where** Horváth is today, **how** competitors are capturing demand, and **where** strategic opportunities exist to strengthen digital performance.

Appendix: Key Definitions

This section provides definitions of key marketing terms crucial to understanding our SEO and PPC analysis.

- **Organic Keywords** – The non-paid search terms Horvách’s website ranks for. Crucial for capturing early-stage interest.
- **PPC (Pay-Per-Click)** – Paid advertising where Horvách pays per **click**. Effective for targeting high-intent keywords and short-term needs.
- **Google Ads Budget** – The estimated monthly spend on Google’s paid search ads. Reflects the level of investment in PPC campaigns.
- **Organic Traffic** – The website visitors from non-paid search. Indicates SEO effectiveness and brand authority.

Why These Matter

- ✓ Measure search engine visibility across 100% free and 100% paid channels.
- ✓ See how Horvách compares to competitors in attracting and converting online demand.
- ✓ Identify growth opportunities in both organic (SEO) and paid (PPC) search strategies.

Top Pages

Page	Keywords
Horváth: Home horvath-usa.com/en	9 14
Oil & Chemicals - Horváth horvath-usa.com/en	1 3
Solutions - Horváth horvath-usa.com/en	3 4

[VIEW ALL TOP PAGES >](#)

Top Organic Keywords

Rank	Term	SEO Clicks per Month
4	horváth and partners	6
13	horváth	3
13	horváth consulting	3
20	horváth and associates	1

[VIEW ALL ORGANIC KEYWORDS >](#)

Organic Search (SEO)

ORGANIC KEYWORDS ?

15

EST MONTHLY SEO CLICKS ?

14

EST MONTHLY SEO CLICK VALUE: **\$0.00**



Competitors ?

This domain has **no organic competitors** identified yet.

- i** Once we see the site ranking for keywords, we will determine their **top competitors**

Sometimes the site may rank for unique keywords we haven't yet targeted. To ensure comprehensive tracking, please submit any of your **branded or long-tail keywords** so we can monitor and analyze ongoing performance.



Implications for Horváth USA:



Growth Opportunity: Build organic visibility by targeting high-value keywords in consulting, strategy, and leadership.



Expand Reach: Attract new audiences actively searching for solutions beyond brand recognition.



Inbound Links ?



Currently, there are 0 Google-indexed webpages linking to this domain.

- Improving inbound links through PR mentions, partnerships, and **thought leadership** will strengthen **SEO authority** and accelerate ranking growth.

Why Competitors & Inbound Links Matter for SEO:

- Boost keyword rankings and organic traffic.
- Increase visibility with new audiences.
- Strengthen Horváth USA's digital presence and authority.



McKinsey Competitor Snapshot

Organic Keywords (SEO) ?

Organic Keywords

727,736 ↑

Est Monthly SEO Clicks

462,586

Est Monthly SEO Click Change

-214

Traffic from Google - Organic vs Paid ?

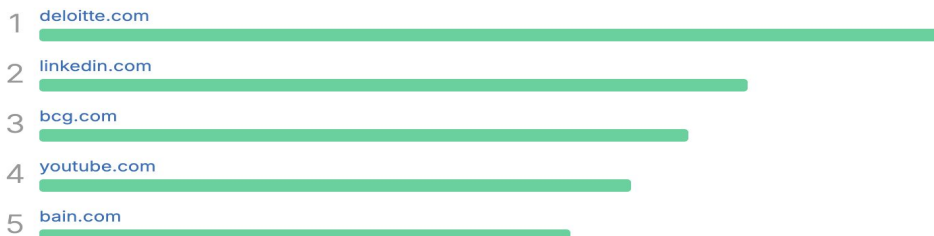
● ORGANIC

● PAID



Complete Historical Data since: **December 2007**

Organic Competitors ?



Paid Search (PPC) ?

2,106 ↑

Est Monthly PPC Clicks

\$176,400



HORVÁTH Bain Competitor Snapshot

Organic Keywords (SEO) ?

Organic Keywords

128,557 ↓

Est Monthly SEO Clicks

100,442

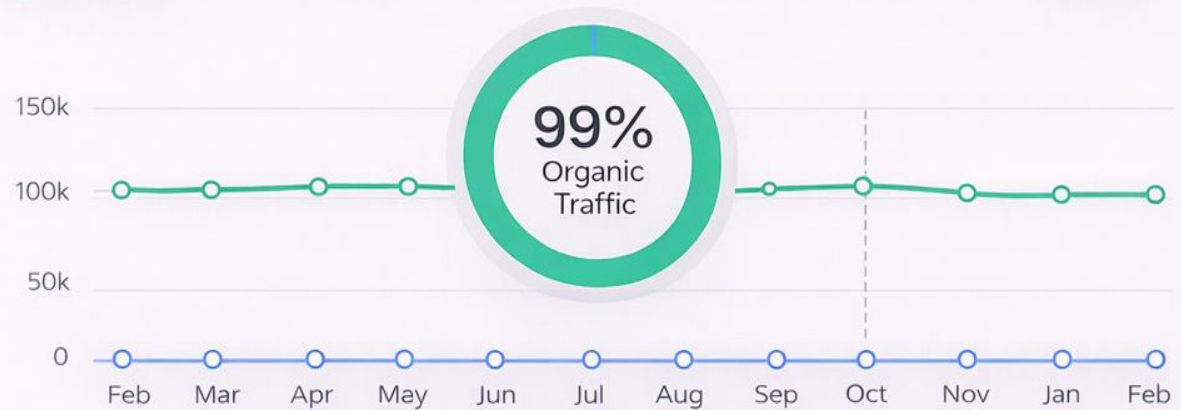
Est Monthly SEO Click Change

+2,862

Traffic from Google - Organic vs Paid ?

● ORGANIC

● PAID



Complete Historical Data since: **April 2010**

Organic Competitors ?

1 [bcg.com](#)



2 [mckinsey.com](#)



3 [deloitte.com](#)



4 [casebasix.com](#)



5 [managementconsulted.com](#)

Paid Search (PPC) ?

1,151 ↑

Est Monthly PPC Clicks

313

Est Monthly Google Ads Budget

\$13,300

[VIEW ALL COMPETITORS >](#)



HORVÁTH

Deloitte Competitor Snapshot

Organic Keywords (SEO) ?

Organic Keywords

588,410 ↓

Est Monthly SEO Clicks

561,787

Est Monthly SEO Click Change

+4,987

Traffic from Google - Organic vs Paid ?

● ORGANIC

● PAID



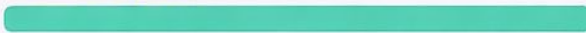
Complete Historical Data since: **June 2006**

Organic Competitors ?

1 pwc.com



2 mckinsey.com



3 ey.com



4 linkedin.com



5 managementconsulted.com

Paid Search (PPC) ?

36,167 ↑

Est Monthly PPC Clicks

23,272

Est Monthly Google Ads Budget

\$730,900

[VIEW ALL COMPETITORS >](#)

HORVÁTH LEK Consulting Competitor Snapshot

Organic Keywords (SEO) ?

Organic Keywords

11,418 ↓

Est Monthly SEO Clicks

10,152

Est Monthly SEO Click Change

+217

Traffic from Google - Organic vs Paid ?

● ORGANIC

● PAID



Complete Historical Data since: **October 2011**

Organic Competitors ?

1	bain.com	46,141
2	mckinsey.com	38,686
3	deloitte.com	22,415
4	lek.com	11,418
5	fitconsulting.com	9,962

Paid Search (PPC) ?

2,188 ↑

Est Monthly PPC Clicks

\$3,889

Est Monthly Google Ads Budget

\$146,300

Why LinkedIn Appears as an Organic Competitor

1. Buyers Are Searching for *People*, Not Just Firms

Prospects frequently search for:

- Consultants, partners, and subject-matter experts
- Leadership experience and professional credibility
- Individual expertise tied to strategy and transformation

What this means:

Trust is often established at the *individual level* before engagement with the firm.

2. LinkedIn Profiles Act as High-Intent Landing Pages

LinkedIn frequently outranks firm websites for:

- Name-based searches
- Role- or expertise-driven queries
- Career + consulting experience searches

What this means:

Searchers may validate credibility on LinkedIn *before* visiting a firm's website — or instead of it.

3. Thought Leadership Is Being Consumed Off-Site

LinkedIn content performs strongly because it:

- Ranks in organic search
- Is shared, engaged with, and externally linked
- Signals relevance through ongoing activity

What this means:

SEO today extends beyond the website — visibility is shaped by where thought leadership lives and performs.

Strategic Implication for Horváth USA

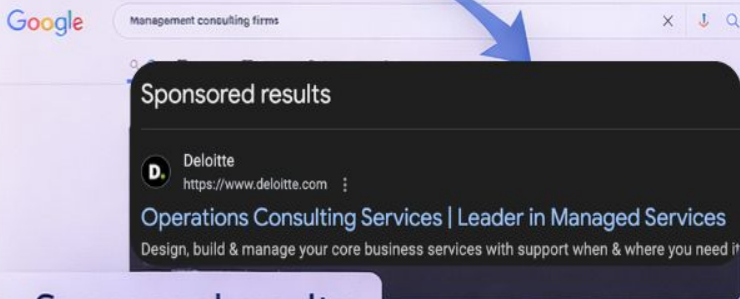
When LinkedIn appears as a competitor, it represents an **opportunity**, not a risk:

- Consultant and leadership profiles are searchable brand assets.
- LinkedIn visibility can drive credibility and discovery.
- Website and LinkedIn should work together across the buyer journey.

Winning firms optimize both the people *and* the platform.

What Users See: Google Search Results for a Management Consulting Firm

Sponsored results



Google Management consulting firms

Sponsored results

Deloitte
<https://www.deloitte.com>

Operations Consulting Services | Leader in Managed Services
 Design, build & manage your core business services with support when & where you need it

Sponsored results

Google Business results



Google Business results

Seraphim Consulting
 5.0 ★★★★★ (148) · Consultant
 3+ years in business · Creve Coeur, MO

Closed · Opens 9 AM Fri · (636) 538-5606

"They provided excellent customer service and truly helped with all my

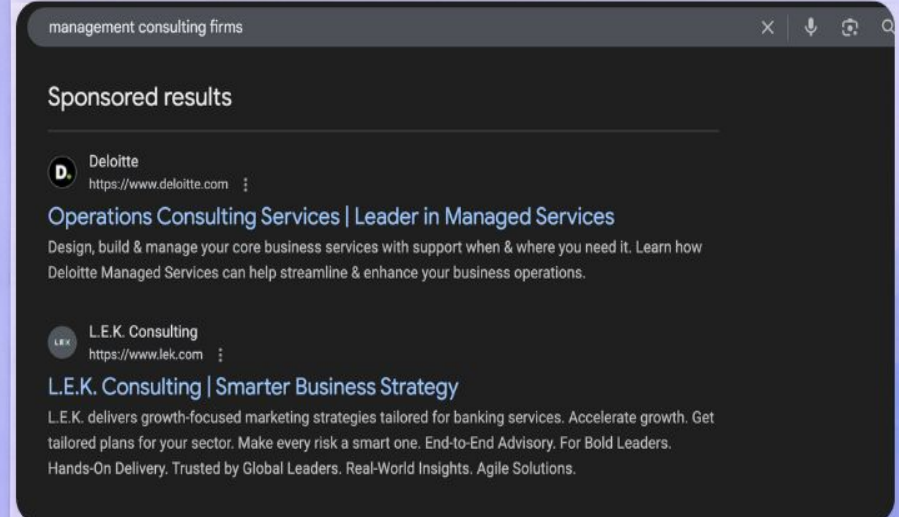
Website Directions

Google Business results

? People Also Ask (FAQs)

- Who are the **Big 4** management consulting firms?
- What are the **top 10** management consulting firms?
- What are the big 5 management consulting firms?
- What is a management consulting firm?

Organic (SEO) results



management consulting firms

Sponsored results

Deloitte
<https://www.deloitte.com>

Operations Consulting Services | Leader in Managed Services
 Design, build & manage your core business services with support when & where you need it. Learn how Deloitte Managed Services can help streamline & enhance your business operations.

L.E.K. Consulting
<https://www.lek.com>

L.E.K. Consulting | Smarter Business Strategy
 L.E.K. delivers growth-focused marketing strategies tailored for banking services. Accelerate growth. Get tailored plans for your sector. Make every risk a smart one. End-to-End Advisory. For Bold Leaders. Hands-On Delivery. Trusted by Global Leaders. Real-World Insights. Agile Solutions.

Organic (SEO) results

Key Observations

Organic Search Is the Primary Growth Opportunity.

Horváth USA's organic search presence is currently limited and heavily concentrated around **branded keywords** and a small number of pages. In contrast, top competitors rank across **hundreds of thousands of keywords**, driving consistent inbound traffic from non-branded, high-intent searches.

What this means:

There is significant upside in expanding SEO to capture earlier-stage and solution-based demand, not just users already familiar with the Horváth brand.

Competitors Dominate Non-Branded Visibility

McKinsey, Bain, and Deloitte show massive keyword coverage, long-term organic traffic stability, and strong authority signals through backlinks and content depth.

Their performance demonstrates that **organic search is a core acquisition channel**, not a supporting tactic.

What this means:

Without targeted investment, Horváth risks being underrepresented in search results where prospective clients begin their research journey.

Paid Search Spend Reflects Strategic Priorities

Competitor PPC data shows meaningful investment in high-value consulting keywords, brand defense, and competitive and category terms.

Paid search is being used to **supplement organic dominance**, not replace it.

What this means:

PPC can be leveraged strategically for near-term visibility, campaign support, and event-driven initiatives—but long-term efficiency depends on strengthening SEO.

Traffic Mix Signals Authority and Maturity

Top competitors generate the majority of their traffic through **organic channels**, indicating strong brand authority, content ecosystems, and trust signals in Google's algorithm.

What this means:

Improving SEO is not just about traffic—it directly impacts credibility, perceived expertise, and conversion efficiency across all marketing channels.