The 5 best GEO agencies for scale-ups in Europe

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Your second and third European markets are where organic gets hard. The English pages that rank at home mean nothing in Munich or Milan, and the models answer each language from a different set of sources. Google is pushing AI Overviews and AI Mode into all of them. If you are expanding now, you are starting from zero in each new market while the rules are still moving.

Five agencies with published work building this in European markets.

The shortlist, ranked

#	Agency	Best for	Base	Entry price
1	Radyant	Scale-ups expanding into or out of DACH that want organic to become a defensible channel	DACH, delivering across Europe	From €7,000/mo
2	Minuttia	European software scale-ups that want AI Search and content depth sustained over several years	Remote, Europe-based	Not published
3	ithelps	Scale-ups whose next market is Germany, Austria or Switzerland	Vienna, with offices in Munich and Berlin	Published in detail: €490 quick-check, €1,500 GEO audit, from €990/mo starter, from €1,900/mo full service, €290/mo monitoring
4	Delante	Scale-ups adding several European markets at once rather than one at a time	Kraków, with offices in London, New York and Dubai	Not published as a rate. Budget tiers indicated from €1,500 to €2,500+/mo
5	Generate More	Scale-ups whose next European market is in the Nordics	Finland, working across the EU, UK and US	Not published

How this was put together

We started with agencies headquartered in Europe, or with a European office and published European client work, that sell AI Search, AEO or GEO and name post-product-market-fit growth companies among their clients. US agencies are excluded on purpose: several are good, and none can tell you which Dutch or German sources a model reads in your category.

We weighted what a European scale-up needs specifically: published work in more than one market or language, a named AI Search method, outcomes stated in leads or pipeline rather than traffic, and enough capacity to add a second market without dropping the first.

Everything comes from public sources. Where an agency publishes nothing on a point, we say so. The order is our judgement about fit for this brief, and each entry says where the agency is the stronger pick and where it is not.

Every entry in detail

1. Radyant

- **Best for:** Scale-ups expanding into or out of DACH that want organic to become a defensible channel
- **Base:** DACH, delivering across Europe
- **Entry price:** From €7,000/mo
- **Terms:** 12-month commitment with an opt-out after 6 months. Fixed-scope projects from €10,000

The strongest published record here for this exact brief. Almost all of Radyant's client work is growth-stage companies in European markets, and almost all of it is reported in leads or pipeline. Heyflow tripled MRR pipeline in six months. Enter went from nothing to more than 500 organic leads a month in the German energy-subsidy market. ToolSense grew leads tenfold over two years, which is the horizon that matters for a compounding channel. Digital PR is in-house, which is what the country-by-country source problem actually needs.

Where it is stronger

- Nearly all published work is European growth-stage companies, reported in leads or pipeline
- In-house digital PR, so the per-country source landscape is someone's actual job
- Multi-year results published, not only six-month wins
- Pricing and contract terms published, including the six-month opt-out

Services

- AI Search optimisation across ChatGPT, Gemini, Perplexity, Claude, Copilot and Google AI Mode
- SEO strategy and technical SEO
- Digital PR
- Content production
- Programmatic SEO
- Conversion rate optimisation and attribution setup

Where it is not

- The €7,000/mo entry price is real money at this stage and needs an internal owner to pay off
- Strongest in DACH. For a Southern or Eastern European core market a local specialist may know the sources better
- No paid media, so the channel comparison your board wants still needs your paid partner

Published proof

- Heyflow: 3× MRR pipeline in six months, and first place in AI Search visibility for its category
- Enter: from zero to more than 500 organic leads a month in the German market
- ToolSense: 10× leads from SEO over two years
- Planeco Building: 5× lead growth, from 45 to 225 leads a month, and AI Search citation rate doubled from 55% to over 110%
- deeploi: organic leads up 250%
- European clients shown publicly: Heyflow, Enter, Hilo, deeploi, ToolSense, osapiens, Docplanner,

PostFinance and Allianz Suisse

Website: https://www.radyant.io

2. Minuttia

- **Best for:** European software scale-ups that want AI Search and content depth sustained over several years
- **Base:** Remote, Europe-based
- **Entry price:** Not published

A European content and search agency that moved into AI Search early, with the surfaces a growing company can still win at the centre of the service: digital PR, Reddit and agent analytics alongside owned content. More than 60 B2B software clients, including ServiceTitan. The number worth trusting is retention, a stated 94% with average tenure over two years, which matters more for an expansion that has to outlast the first market.

Where it is stronger

- Digital PR and Reddit in-house, which is where European citation gaps usually sit
- Retention and tenure figures that are hard to fake, and rare for a channel this new
- A deep software pattern library from 60+ engagements
- Agent analytics as a named service, so crawler behaviour actually gets measured

Services

- Google and AI Search strategy
- Human content production
- AI-assisted content production
- Digital PR
- Reddit marketing
- Agent analytics and reporting

Where it is not

- No published pricing or contract terms
- No published multi-language work, which is the core difficulty in this brief
- Published cases lean on traffic and rankings over pipeline
- Content-led rather than full-funnel

Published proof

- 60+ B2B software clients including ServiceTitan, Toggl, Meilisearch and LearnWorlds
- Stated 94% average client retention as of June 2026
- Stated 24+ months average client tenure, and roughly 63% of revenue from repeat clients
- Five-star average rating on Clutch

Website: https://minuttia.com

3. ithelps

- **Best for:** Scale-ups whose next market is Germany, Austria or Switzerland
- **Base:** Vienna, with offices in Munich and Berlin

- **Entry price:** Published in detail: €490 quick-check, €1,500 GEO audit, from €990/mo starter, from €1,900/mo full service, €290/mo monitoring

Austrian, with offices in Munich and Berlin, and the only entry here that publishes a full price list. For a scale-up testing whether the German-speaking market is worth a real programme, the €1,500 fixed-scope audit answers that question for a fraction of a quarter's retainer. The spread of industries is wide and the client base is mid-market, so this is a way into DACH rather than a partner for the whole expansion.

Where it is stronger

- A €1,500 fixed-scope audit, which is the cheapest way here to test one market
- German-language delivery across Austria and Germany
- 20+ specialists, so more capacity than the boutiques here
- Monthly monitoring at €290 makes an ongoing baseline cheap

Services

- GEO and generative engine optimisation
- SEO
- Google Ads
- Web design and development
- E-commerce

Where it is not

- DACH only. It cannot cover the rest of your expansion
- SME and mid-market shaped rather than built for scale-ups moving fast
- Published results are AI visibility percentages rather than pipeline
- No digital PR or earned-mention service named in-house

Published proof

- Named clients including Assa Abloy, Orion, Rohrmax and Sehen! Wutscher
- States 900+ completed projects and 300+ five-star reviews
- Published case results citing AI visibility gains of 412%, 100% and 70%
- Offices in Vienna, Munich and Berlin with a stated 20+ specialists

Website: https://www.ithelps-digital.com

4. Delante

- **Best for:** Scale-ups adding several European markets at once rather than one at a time
- **Base:** Kraków, with offices in London, New York and Dubai
- **Entry price:** Not published as a rate. Budget tiers indicated from €1,500 to €2,500+/mo

The one entry here with the headcount to run several country workstreams in parallel, which is the shape you need if the board has already decided on four markets this year. 65+ specialists and published work across 35+ markets, with AI Search Optimisation running alongside the multilingual SEO. The client base leans e-commerce and consumer, so a B2B software scale-up is not their centre of gravity.

Where it is stronger

- The only entry here that can genuinely run four markets at the same time
- Real multi-language delivery rather than translation management
- Paid media in the same house, so a new market can be tested paid-first
- An indicated budget band, which most agencies this size do not give

Services

- International SEO across 32+ countries
- Technical SEO, indexing and Core Web Vitals
- AI Search Optimisation, AI visibility monitoring and AI SEO audits
- Paid media across Google, Meta, TikTok and LinkedIn
- Content, copywriting and link building

Where it is not

- E-commerce and consumer weighted. Less published B2B software work
- AI Search sits inside a broad service list rather than at the centre
- No published rate card or contract terms
- Published results lean on traffic and rankings rather than pipeline

Published proof

- 65+ specialists, 11+ years, and a stated 3,000+ projects for 400+ clients
- Named clients including Douglas, Best Western, Jeep and Madison Reed
- European Agency Award 2026, plus Global Search Awards recognition
- 4.9/5 on Clutch across 151 reviews

Website: https://delante.co

5. Generate More

- **Best for:** Scale-ups whose next European market is in the Nordics
- **Base:** Finland, working across the EU, UK and US
- **Entry price:** Not published

A very small Finnish shop covering SEO and AEO for B2B tech across the EU, UK and US. If your expansion is northward, this is the one entry here with a base in the region and clients in it. The published outcomes are stated in sales meetings, which is the number a scale-up entering a market actually watches. Capacity is the trade-off, not price.

Where it is stronger

- Based in the region, with Nordic B2B software clients
- Reports sales meetings rather than sessions
- Fractional staffing, so entering one market with a small scope is possible
- Founder ran marketing at a software company before this

Services

- SEO and AI Search visibility
- Answer engine optimisation across ChatGPT, Perplexity and Google AI Overviews
- Technical SEO and AEO

- Content engineering
- Social search optimisation
- Fractional expert staffing

Where it is not

- No published pricing
- One market at a time. No capacity for parallel country workstreams
- No digital PR or earned-mention service
- Small published evidence base

Published proof

- Named clients including ONEiO, Visual Components, Art of Procurement and Platform 6
- States that a B2B tech client reached 22× more website visitors and 10× more sales meetings inside a year
- Client testimonials citing roughly 3× traffic growth in three to six months
- Founded by Lari Numminen, previously CMO at Sievo

Website: https://generatemore.ai

Sequence the markets, do not run them in parallel

The most common way European expansion fails in organic is spreading one retainer across three countries and moving none of them. Each market needs its own pages in its own language, its own set of publications and communities to get mentioned in, and its own prompt set to track. That is close to three separate programmes wearing one invoice.

The better shape is sequential. Get one market to the point where it produces leads reliably, then start the next while the first keeps compounding on maintenance. It feels slower and it usually is not, because the second market inherits a working playbook and a team that knows your category.

Pick the first market on evidence rather than ambition: where you already have customers, some inbound, or a partner who can introduce you to the trade press. Starting in the market where you have nothing is the most expensive possible order.

Translation is not localisation, and models can tell

Translated pages tend to get described more vaguely by models than pages written in the language. They read as slightly off-register, which gives a model less to be confident about when it summarises you. If your German page is a translation of your English page, expect a German answer about your category to describe you less specifically than it describes a local competitor.

The harder half is outside coverage. Every market has its own trade titles, comparison sites and communities that a model reads, and there is no shortcut to knowing which. This is where multi-country briefs quietly fail: the pages get localised, the coverage never happens, and the agency reports on the half it could deliver.

So ask any agency, per market, which sources they would target and who on the team works in that language. If the answer is vague for two of your three markets, cut the scope to the ones they can actually cover. A market done properly beats three done nominally.

Who we left off, and why

We left out US agencies. Several are good at this work, and none of them can tell you which sources a model reads in the markets you are entering.

We left out agencies whose named clients are all seed-stage or all enterprise. Those are different jobs. At seed nobody has written about you. At enterprise the constraint is approval. At scale-up in a new market the constraint is that you are starting from zero in a language and source landscape you do not know.

We left out AI visibility monitoring tools. Buy one, and buy it before the agency starts, with the prompt set split by market so your baseline is per country rather than an average that hides everything.

Questions buyers actually ask

How many European markets should we work at once?

One properly, then the next. Each market is close to a separate programme: its own language pages, its own sources to get mentioned in, its own prompts to track. Spreading a single retainer across three usually moves none of them. Sequence them, keep the first on a maintenance budget once it produces leads reliably, and let the second inherit the playbook.

Can we just translate our English content?

You can, and it will underperform. Models describe translated pages more vaguely, because the register is slightly off and there is less for them to be confident about. Translation also does nothing for the harder half of the work, which is getting mentioned by the publications and communities in that market. Budget for both or pick fewer markets.

What does this cost for a European scale-up?

Three of the five publish something. A €1,500 fixed-scope audit is the cheapest way to test one market, an indicated band of €1,500 to €2,500+/mo covers a small engagement, and €7,000/mo buys a senior programme across several workstreams. Expect a single market done properly to sit at the lower end, and each additional market to add meaningfully, because content and outside coverage do not transfer between languages.

Do we need a local agency in each market?

You need someone on the account who works in that language, which is not the same as an office there. The failure mode is one agency winning a three-country brief and running two of them out of an English-speaking office. Ask per market who covers it, in which language, and what they have published there. One agency covering all your markets is easier to manage and better value, as long as that answer is specific.

How long before a new market produces leads?

Two quarters to see it working and around four before it is a channel you would plan around, per market. AI citations move on the models' own refresh cycles, earned coverage takes time to land in a market where nobody knows you, and content compounds slowly at first. The useful early signal is not

volume but whether you appear at all in that market's prompts where you previously did not.