The 5 best GEO agencies in Europe

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Source: https://www.masters-of-search.com/shortlist/best-geo-agencies-in-europe

Your buyers in Munich, Amsterdam and Warsaw ask ChatGPT and Gemini in their own language. The models answer each language from a different set of sources. Google is pushing AI Overviews and AI Mode into those searches too. Most agency lists for this work are American, and a US shop cannot tell you which German trade title a model reads.

Five European agencies that do this work.

The shortlist, ranked

#	Agency	Best for	Base	Entry price
1	Radyant	European B2B companies that want AI Search, SEO and outside coverage from one senior team	DACH, delivering across Europe	From €7,000/mo
2	Delante	European e-commerce and multi-market brands that need SEO in many languages at once	Kraków, with offices in London, New York and Dubai	Not published as a rate. Budget tiers indicated from €1,500 to €2,500+/mo
3	Generate More	Nordic and EU B2B tech companies that want a senior operator who works in the region	Finland, working across the EU, UK and US	Not published
4	ithelps	SMEs and mid-market companies in the German-speaking market that want a priced starting point	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
5	Minuttia	European software companies that want content and AI Search depth over several years	Remote, Europe-based	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 publicly sell AI Search, AEO or GEO. US agencies are excluded on purpose. Several are good, and none of them can tell you which European sources a model leans on in your category.

Everything comes from public sources: the agency's own site, its published cases, its published pricing. Where an agency publishes nothing on a point, we say so instead of guessing.

The order is our judgement about fit for a European buyer who needs both language coverage and a real AI Search method. Each entry says where the agency is the stronger pick and where it is not.

Every entry in detail

1. Radyant

- **Best for:** European B2B companies that want AI Search, SEO and outside coverage from one senior team
- **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

An AI-native organic growth agency built in DACH and delivering across Europe. The published client set is the reason it leads here: Allianz Suisse, PostFinance, Docplanner, osapiens and Heyflow span Swiss finance, European healthcare and German software. Digital PR sits in-house next to content and technical work, which matters more in Europe than in the US, because the publications and comparison sites a model reads differ by country and someone has to actually know them.

Where it is stronger

- Published work across several European markets and languages rather than one
- In-house digital PR, so the country-by-country source landscape is someone's actual job
- Pricing and contract terms are published, including the six-month opt-out
- AI Search and classic SEO run by the same team, so the two do not compete for the same pages

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 rules it out below roughly Series A
- Strongest in DACH. For a Southern or Eastern European core market, a local specialist may know the source landscape better
- Not the choice for a large e-commerce estate. That is not where the published work sits

Published proof

- European clients shown publicly: Allianz Suisse, PostFinance, Docplanner, osapiens, Heyflow, Enter and Hilo
- Planeco Building: AI Search citation rate doubled from 55% to over 110%, and first place in AI Search visibility in its competitor set
- Heyflow: 3× MRR pipeline in six months, and first place in AI Search visibility for its category
- Enter: more than 500 organic leads a month across solar, heat pumps and energy management
- deeploi: organic leads up 250%
- Publishes original research including a query fan-out study on branded search and a persona study

Website: https://www.radyant.io

2. Delante

- **Best for:** European e-commerce and multi-market brands that need SEO in many languages at once
- **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 largest specialist here, with 65+ people and published work across 35+ markets. Multilingual SEO is the core skill and AI Search Optimisation now sits alongside it, including AI visibility monitoring and AI SEO audits. If your problem is that you sell in nine countries and nobody owns search in seven of them, this is the most direct answer on the list. The client base leans e-commerce and consumer brands rather than B2B software.

Where it is stronger

- The deepest multilingual and multi-market capability here, by a distance
- Large enough to staff several country workstreams at the same time
- An unusually large body of third-party reviews and awards for a European agency
- Indicates a budget range, which most agencies at this size do not

Services

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

Where it is not

- E-commerce and consumer weighted. Less published B2B software or enterprise services work
- AI Search sits inside a broad service list rather than being the core practice
- No published rate card or contract terms, only an indicated budget band
- Breadth across paid, SEO and content means less depth in AI Search specifically

Published proof

- 65+ specialists, 11+ years, and a stated 3,000+ projects for 400+ clients
- Named clients including Douglas, Best Western, Jeep, Madison Reed and Irena Eris
- European Agency Award 2026, plus Global Search Awards and Deloitte recognition
- 4.9/5 on Clutch across 151 reviews, and 4.8/5 on Google across 252 reviews

Website: https://delante.co

3. Generate More

- **Best for:** Nordic and EU B2B tech companies that want a senior operator who works in the region
- **Base:** Finland, working across the EU, UK and US
- **Entry price:** Not published

A very small Finnish shop, effectively its founder plus fractional specialists, covering SEO and AEO for

B2B tech and software across the EU, UK and US. For a Nordic company this is the closest thing on the list to a local specialist, and the founder ran marketing at a Finnish software company before this. Small enough that capacity is the constraint rather than the price.

Where it is stronger

- Nordic-based, which nobody else on this list is
- The smallest team here, so senior time is all you are buying
- Reports sales meetings rather than sessions
- Fractional staffing, so a small scope is genuinely possible

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
- Capacity is the hard limit for a multi-market programme
- No digital PR or earned-mention service
- Small published evidence base, and no original research

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

4. ithelps

- **Best for:** SMEs and mid-market companies in the German-speaking market that want a priced starting point
- **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

An Austrian agency with offices in Munich and Berlin, and the only entry here publishing a full price list rather than a starting figure. It covers healthcare, finance, B2B software, e-commerce and local services, which is a wide spread and tells you it is built for the mid-market rather than for enterprise. For a company that wants to test whether any of this matters before committing, the €490 quick-check and €1,500 audit are the cheapest entry points on the list.

Where it is stronger

- The most transparent pricing here, from a €490 quick-check upwards
- German-language delivery across Austria and Germany
- Fixed-scope audits and workshops, so a first step does not need a retainer
- 20+ specialists, which is more capacity than the boutiques here

Services

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

Where it is not

- German-speaking markets only. Not an option for a pan-European brief
- SME and mid-market shaped, so not a fit for enterprise
- Published results are AI visibility percentages rather than conversions
- GEO sits alongside web design and e-commerce, so the depth is harder to place

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

5. Minuttia

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

A European content and search agency that moved into AI Search early. The service set fits the job: digital PR, Reddit, agent analytics, and both human and AI-assisted content. More than 60 B2B software clients, including ServiceTitan. The number worth trusting is retention, a stated 94% with average tenure over two years, because unlike a case study it cannot be cherry-picked.

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
- 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

- Published cases lean on traffic and rankings over conversions
- No published pricing or contract terms
- Content-led rather than full-funnel
- English-language work dominates the published set, so multi-language coverage is unclear

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

Why a European agency, and when it does not matter

It matters when the sources do. A model answering a German question about industrial software leans on German trade publications, German comparison sites and German-language threads. Knowing which ones, and having any relationship with them, is local knowledge. A US agency can write you excellent English pages and still leave that half of the work untouched.

It also matters for language. Translating your English content is not the same as writing for the market, and models notice the difference in how confidently they can describe you. If your buyers read German, French or Polish, someone on the team has to as well.

It matters less if you sell in English to a global audience, which plenty of European software companies do. In that case pick on method and seniority rather than geography, and treat the location on the entry as a detail instead of a criterion.

One country or several

The single most useful thing to settle before you brief anyone is how many markets actually matter this year. Companies routinely brief five and then discover the budget only supports one done properly.

For one core market, a specialist who knows that country's sources will beat a large multi-market agency, and you should weight local knowledge heavily. For five markets at once, the calculation flips. You need someone with the headcount to run parallel workstreams, and Delante is the one here with that shape.

The middle case, two or three markets with one clearly dominant, is where most European companies actually sit. There the honest answer is to do the dominant market properly and give the others a maintenance budget, rather than spreading a single retainer thinly across all three and moving none of them.

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 European publications a model reads in your category.

We left out agencies whose only AI Search evidence is their own blog. It is the most crowded corner of this market, and how confidently an agency writes about GEO says very little about whether it has moved a client's citations.

We left out AI visibility monitoring tools. Several are worth buying and a couple are European, but they measure the problem rather than fix it, and ranking them next to service firms makes a hard decision harder.

Questions buyers actually ask

What do European GEO agencies charge?

Three of the five publish something. The cheapest entry is a €490 quick-check or a €1,500 fixed-scope audit, an indicated band of €1,500 to €2,500+/mo covers a small single-market engagement, and €7,000/mo buys a senior European programme across several workstreams. The other two quote on request.

Does the agency need to speak our buyers' language?

If your buyers read something other than English, yes. Two parts of the work depend on it. Writing pages that a model can quote confidently needs a native ear, because translated content reads as slightly off and gets described more vaguely. And earning outside coverage means dealing with publications and communities in their own language. An agency can subcontract translation. It cannot subcontract knowing which German trade title matters.

Which market should we start with?

The one where you already have something to build on: existing 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, because you are paying to build awareness and citations from zero at the same time. Get one market producing leads reliably, then start the next while the first compounds on a maintenance budget.

How long before we see movement?

One to two quarters before it is steady enough to report, and longer if you are working several markets at once, because each has its own source landscape to build. The models refresh what they retrieve on their own schedules, so week-to-week readings are noise. Track a set of prompts per market over weeks.

What if we want one agency for Google and AI answers together?

Then weight it differently than this list does. The agencies here are picked for depth at getting you named in AI answers. One partner for both rewards technical depth at scale, real multi-language delivery and headcount instead. Delante is the one here built that way, and there is a separate shortlist

for that brief.

Should we hire one agency for all our markets?

One agency is easier to manage and usually better value, as long as it genuinely has people in or fluent in each market. The failure mode is an agency that wins a five-country brief and runs four of them out of one English-speaking office. Ask directly who covers each market, in which language, and what they have published there. If the answer is vague for three of your five, split the work or cut the scope.