The 5 best GEO agencies in Germany

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

German buyers are asking ChatGPT and Gemini which provider to use. Google is pushing AI Overviews and AI Mode into the same searches. Rankings alone stopped being enough somewhere in the last year. Every SEO agency in the country now sells GEO, and from the outside a real practice and a services page look the same.

Five German agencies with a method behind the page.

The shortlist, ranked

#	Agency	Best for	Base	Entry price
1	Radyant	German B2B companies and enterprises that want AI Search and SEO run as one channel, with conversions as the metric	DACH, delivering across Europe	From €7,000/mo
2	seowerk	German mid-market and enterprise brands that want GEO plus the authority work around it	Augsburg, serving Germany, Austria, Switzerland and Liechtenstein	Not published. Described as comparable to professional SEO consulting
3	Suchhelden	Large German consumer and e-commerce brands that need scale across many locations	Osnabrück, with offices in Hamburg, Berlin, Frankfurt, Düsseldorf and Munich	Flexible. Project, monthly retainer, or performance-based. No figure published
4	ithelps	German and Austrian SMEs and mid-market companies 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	KKP (Kosch Klink Performance)	German-speaking financial services firms that want one partner who knows the regulator	Saarbrücken, DACH	Not published

How this was put together

We started with agencies based in Germany that sell GEO or AI Search work as a named practice with its own deliverables, rather than as a paragraph on an SEO services page. That single filter removed most of the field.

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 follows depth of AI Search practice and what each agency can show for it. Each entry says where it is the stronger pick and where it is not.

Every entry in detail

1. Radyant

- **Best for:** German B2B companies and enterprises that want AI Search and SEO run as one channel, with conversions as the metric
- **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 working across SEO, AI Search and digital PR. It leads here on what it can show rather than on size. Radyant publishes client results stated in citations, not just traffic, and it publishes its own research into how the answer engines pick sources. The client set covers Swiss finance, European healthcare and German software. Pricing and contract terms are on the site, which almost nobody in this market does.

Where it is stronger

- Publishes client outcomes stated in citations and conversions, not only visibility and traffic
- In-house digital PR, which is what moves the German sources a model reads
- Pricing and contract terms published, including the six-month opt-out
- Publishes its own research, so the method is inspectable before you buy

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 for the Mittelstand end of the market
- Smaller team than Suchhelden. A 400,000-URL multilingual estate is not the sweet spot
- B2B and lead-generation weighted. Not the choice for a large consumer e-commerce shop

Published proof

- 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
- Heyflow: 593 brand mentions earned from YouTube in three months
- Clients shown publicly: Allianz Suisse, PostFinance, Docplanner, osapiens, Heyflow, Enter, Hilo and deeploi
- Enter: more than 500 organic leads a month
- Publishes original research including a query fan-out study on branded search and a persona study

Website: https://www.radyant.io

2. seowerk

- **Best for:** German mid-market and enterprise brands that want GEO plus the authority work around it
- **Base:** Augsburg, serving Germany, Austria, Switzerland and Liechtenstein
- **Entry price:** Not published. Described as comparable to professional SEO consulting

The German agency with the most fully described GEO method here besides Radyant, and the one fewest people have heard of. They call GEO SEO plus branding, and the services match the phrase: schema, content chunking and crawler optimisation on one side, PR, Reddit strategy and Wikipedia management on the other. Around 30 people, 20 years of SEO behind them, and GEO as a named practice since 2023. The client list is genuinely large: Audi, Schön Klinik, Johannesbad, TUM and Deuter.

Where it is stronger

- A three-part GEO method that is actually described rather than asserted
- The closest thing to a like-for-like alternative on this list if you want a DACH GEO specialist
- Reddit and Wikipedia work as named services, which very few German agencies offer
- Enterprise and healthcare references that clear procurement without explanation
- Long client tenure, which is the most honest quality signal an agency has

Services

- AI readiness analysis, sentiment analysis and content gap work
- Schema optimisation, content chunking and crawler optimisation for AI systems
- Authority building through PR, Reddit and Wikipedia
- SEO and content marketing
- Paid advertising, social media, web design and UX

Where it is not

- No published pricing of any kind
- No published client outcome stated in citations, visibility or conversions. The evidence is the client list rather than results
- DACH only, so not an option for a multi-region brief
- Broad service list beyond GEO, which makes it harder to tell where the depth sits

Published proof

- Named clients including Audi, Schön Klinik, Johannesbad, TUM, Augsburger Allgemeine and Deuter
- Around 30 staff, with a stated 700+ projects and 200+ clients
- GEO as a named practice since 2023
- States client relationships running since 2014

Website: https://www.seowerk.de

3. Suchhelden

- **Best for:** Large German consumer and e-commerce brands that need scale across many locations
- **Base:** Osnabrück, with offices in Hamburg, Berlin, Frankfurt, Düsseldorf and Munich
- **Entry price:** Flexible. Project, monthly retainer, or performance-based. No figure published

The largest agency on this list by a wide margin, with over 140 staff across six German offices. GEO is a named service with their own prompt-analysis tool behind it, and the client roster is the kind that ends internal debates: Volkswagen, eBay, Dekra, Deichmann and Schwäbisch Hall. The weighting is consumer, retail, automotive and e-commerce rather than B2B software, and the performance-based pricing option is unusual and worth asking about.

Where it is stronger

- The most headcount and the widest office coverage in Germany
- Recognisable brand references at a scale nobody else here matches
- A performance-based pricing option, which is rare and shifts risk towards the agency
- Strong local and multi-location SEO, which matters for retail and franchise models

Services

- Technical SEO, onpage and offpage
- GEO and generative engine optimisation with a proprietary prompt-analysis tool
- Content SEO and content marketing
- Local and international SEO
- Google Ads and social media
- Shopify optimisation

Where it is not

- Consumer, retail and e-commerce weighted. Little published B2B software or enterprise services work
- Published results are visibility and traffic percentages rather than conversions or citations
- No published rate card
- A large agency structure means less senior time per euro than the specialists here

Published proof

- Named clients including Volkswagen, eBay, Dekra, Cornelsen, Deichmann and Schwäbisch Hall
- Over 140 staff across six German offices, and a stated 1,000+ clients
- Ranked first on the iBusiness visibility score for German SEO agencies
- Google Premier Partner, and 5/5 across 140+ Google reviews
- Published cases citing visibility up 678% and traffic up 238%

Website: https://www.suchhelden.de

4. ithelps

- **Best for:** German and Austrian SMEs and mid-market companies 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

Austrian, with offices in Munich and Berlin, and the only agency in this list that publishes a full price list. Everyone else quotes on request. That alone makes it the easiest first step for a Mittelstand company that wants to know what is wrong before committing to a retainer: €490 for a quick-check, €1,500 for a full GEO audit. The industry spread is wide, from healthcare and finance to e-commerce and local practices, which places it firmly in the mid-market.

Where it is stronger

- The only published price list in this list, from €490 upwards
- Fixed-scope audits and workshops, so a first step does not need a retainer
- 20+ specialists across Vienna, Munich and Berlin
- Healthcare and finance among the named industries

Services

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

Where it is not

- SME and mid-market shaped. Not an option for a large enterprise
- Published results are AI visibility percentages rather than conversions or citations
- GEO sits alongside web design, ads and e-commerce, so the depth is harder to place
- Austrian-headquartered, if a German head office matters to you

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. KKP (Kosch Klink Performance)

- **Best for:** German-speaking financial services firms that want one partner who knows the regulator
- **Base:** Saarbrücken, DACH
- **Entry price:** Not published

A DACH performance agency built around AI Search, SEO and content for the finance sector. That is a narrower focus than anyone else here. For a German-speaking financial services company that wants a partner who already knows the vocabulary and the compliance constraints, the focus is a real advantage. It is the wrong shape for anything outside finance, or for a multi-market group.

Where it is stronger

- The narrowest and deepest sector focus in this list

- Native German delivery for a regulated context where that matters
- Single-partner simplicity for a mid-market firm

Services

- AI Search and generative search optimisation
- SEO
- Content production for financial services
- Performance marketing

Where it is not

- Finance only
- German-language and DACH-bound
- No published pricing, contract terms or client outcome figures
- The smallest published evidence base of the five

Published proof

- Publicly positioned as an AI Search, SEO and content specialist for the finance sector
- Established DACH agency with a German-language finance client base

Website: https://kkp.agency

How to tell a GEO practice from a GEO page

Ask what they will actually deliver in the first month, and listen for nouns. A real practice names artefacts: a prompt set to track, an entity audit, a schema and chunking pass, a target list of German sources to get mentioned in. A GEO page produces adjectives instead, and a proposal that could have been written before they looked at your site.

Then ask which German sources a model leans on in your category, and how they know. This is the question that separates the field fastest. The answer landscape here is local. A model answering a German question about industrial software pulls German trade titles, German comparison sites and German-language threads, and an agency that has never checked cannot tell you which.

Finally, ask for one client whose citations moved and by how much. Only one agency on this list publishes that. If a second one can show it on a call, weight it heavily.

Size against seniority in the German market

This list spans roughly 10 people to over 140, and the trade-off is consistent. The large agencies bring headcount, office coverage, process and brand references that end internal arguments. The small ones bring more senior hours per euro and a method someone can explain end to end.

For a group with nine country sites and a quarterly release train, the headcount wins. There is real work in coordination alone, and a ten-person shop will drown in it.

For a company where one person owns marketing and needs a partner who thinks with them, the calculation reverses. The thing that goes wrong at scale is that senior people appear in the pitch and account managers deliver the work. It is worth asking who is on the account by name, and what happens to that in month seven.

Who we left off, and why

We left out agencies whose GEO offer is a services page with no method behind it. That was most of the field, and it is not a small distinction. Buying a GEO retainer from an agency learning it on your budget is a common and expensive mistake this year.

We left out full-service advertising agencies that list GEO alongside brand design and video. Several are good at what they do. None of them will out-work a specialist on getting you named in an answer.

We left out AI visibility monitoring tools, including German ones. They measure the problem competently and they do not fix it.

Questions buyers actually ask

What is GEO, and is it different from SEO?

GEO stands for generative engine optimisation, and it means getting your brand named and described correctly inside an answer that ChatGPT, Gemini, Perplexity or Google AI Mode writes. The technical foundation overlaps heavily with SEO: crawlability, site structure and clear pages serve both. What differs is where the win lands. SEO earns a position on a page you own. GEO earns a mention in an answer you do not own, and models tend to name a company when an independent source has described it too. So the work runs on two tracks: your own pages do the describing, and outside coverage does the confirming.

What does a GEO agency in Germany cost?

Two of the five publish figures, which is unusual for this market. One publishes a full list, from a €490 quick-check and a €1,500 audit up to €1,900/mo full service. The other starts at €7,000/mo with fixed-scope projects from about €10,000. Of the rest, one offers performance-based pricing. For a serious single-market programme, expect a mid four-figure monthly budget at the low end and five figures for content production in volume plus outside coverage.

Do we need a German agency for the German market?

For the German market, yes, or at least German speakers on the account. Two parts of the work need it. Pages a model can quote confidently need a native ear, because translated content reads as slightly off and gets described more vaguely. And earning outside coverage means dealing with German publications and communities in German. Translation can be bought in. Knowing which trade title matters cannot.

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, which is a narrow specialism. One partner for both rewards different things: technical depth on a large site, content operations, and enough headcount to run two workstreams. Suchhelden is the one here built that way, and there is a separate shortlist for that brief.

How long until we show up in AI answers?

One to two quarters before movement is steady enough to report. The models refresh what they retrieve on their own schedules, so a single prompt checked daily tells you nothing. Track a set of prompts over weeks. Anyone quoting a percentage gain for month one is guessing.