The 5 best SEO and AI Search agencies in Europe

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Google still sends most of your organic traffic across Europe. It is also pushing AI Overviews and AI Mode into those results. And your buyers now ask ChatGPT and Gemini directly, in their own language. That is two jobs in several markets, and most companies want one partner for it rather than two contracts and two teams arguing over the same pages.

Five European agencies that credibly do both.

The shortlist, ranked

#	Agency	Best for	Base	Entry price
1	Radyant	European B2B companies and enterprises that want both tracks in one senior team, measured in conversions	DACH, delivering across Europe	From €7,000/mo
2	Delante	European e-commerce and multi-market brands that need SEO in many languages plus AI visibility	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	Peak Ace	Large European brands with hundreds of thousands of URLs across several languages	Berlin, delivering across Europe	Not published
4	Generate More	Nordic B2B tech companies that want one person owning both tracks	Finland, working across the EU, UK and US	Not published
5	The Growth Syndicate	European B2B companies that want search inside one broader demand engine	Amsterdam and New York	Hourly rates with a monthly minimum. No figure published

How this was put together

We started with agencies headquartered in Europe, or with a European office and published European client work, that run classic SEO at scale and also sell AI Search or GEO as a named service. Both halves had to be real. US agencies are excluded on purpose.

We weighted what matters when one partner owns both: technical depth on large sites, genuine multi-language delivery rather than translation management, how they handle legacy content, headcount for parallel country workstreams, and what unit they report in.

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:** European B2B companies and enterprises that want both tracks in one senior team, measured in conversions
- **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

Radyant runs SEO and AI Search as one practice rather than two service lines, staffed by the same senior team, so the SEO plan and the citation plan are the same plan. It is the only agency here publishing client results stated in citations and conversions rather than visibility, and the only one publishing its own research into how the answer engines choose sources. The client set spans Swiss finance, European healthcare and German software.

Where it is stronger

- One senior team for both tracks, so they do not compete for the same pages
- The only entry publishing outcomes in citations and conversions rather than visibility
- Programmatic SEO in-house with a published result, which matters on sites with thousands of pages to build
- Pricing and contract terms published, including the six-month opt-out

Services

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

Where it is not

- The €7,000/mo entry price rules it out below roughly Series A
- For a nine-language estate with a huge URL count, Delante and Peak Ace bring more headcount
- B2B and lead-generation weighted. A large consumer e-commerce estate is better served below
- No paid media, so a fully consolidated search budget still needs a second partner

Published proof

- Planeco Building: AI Search citation rate doubled from 55% to over 110%, plus 5× lead growth from 45 to 225 leads a month
- Planeco Building: a 247-page programmatic cluster that brought 60+ leads inside six months
- Heyflow: 3× MRR pipeline in six months, and first place in AI Search visibility for its category
- ToolSense: 10× leads from SEO over two years
- Enter: more than 500 organic leads a month
- European clients shown publicly: Allianz Suisse, PostFinance, Docplanner, osapiens, Heyflow, Enter and Hilo

Website: https://www.radyant.io

2. Delante

- **Best for:** European e-commerce and multi-market brands that need SEO in many languages plus AI visibility
- **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

For this brief Delante ranks second, higher than it would on a GEO-only list, because multi-language SEO at scale is exactly the harder half and it is their core skill. 65+ specialists, published work across 35+ markets, and AI Search Optimisation now running alongside as a named service with audits and visibility monitoring. The weighting is e-commerce and consumer rather than B2B software, and the paid media capability means one partner can hold the whole search budget.

Where it is stronger

- The deepest genuine multi-language delivery here, across 32+ countries
- Headcount to run several country workstreams at once
- Paid media in the same house, so the search budget can be consolidated
- An unusually large body of third-party reviews for a European agency

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 at the centre
- No published rate card or contract terms, only an indicated budget band
- Published results lean on traffic and rankings rather than conversions

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. Peak Ace

- **Best for:** Large European brands with hundreds of thousands of URLs across several languages
- **Base:** Berlin, delivering across Europe
- **Entry price:** Not published

The strongest technical SEO capability on this list for very large, complex estates, which on this brief is the binding constraint rather than a nice-to-have. Pages a model cannot reach never get quoted, so technical reach is the floor under any AI visibility work. AI Search sits in the service list rather than at the centre, so you get the SEO half decisively and the AI half competently.

Where it is stronger

- The best answer here for a technically difficult estate at scale
- Real multilingual content operations rather than translation management
- Paid media in the same house
- Process maturity, and a name that clears European procurement easily

Services

- Technical and international SEO at scale
- Content and multilingual content operations
- AI Search and generative search optimisation
- Paid media
- Analytics and tracking

Where it is not

- AI Search is a service line rather than the core practice
- No published pricing or contract terms
- Published cases lean on traffic and visibility rather than conversions
- Less senior time per euro than the specialists here

Published proof

- Long-established Berlin agency with a large enterprise and e-commerce client base
- Well-documented technical SEO capability across large multilingual sites
- Regular conference and industry publishing presence in the DACH market

Website: https://peakace.agency

4. Generate More

- **Best for:** Nordic B2B tech companies that want one person owning both tracks
- **Base:** Finland, working across the EU, UK and US
- **Entry price:** Not published

The smallest option here, and on this brief that is the point for a certain kind of company: one senior operator covering SEO and AEO together, rather than a team splitting them. Finnish, working across the EU, UK and US, with the founder previously running marketing at a software company. Fine for a single market with a focused site. Wrong for a nine-language estate.

Where it is stronger

- One person owning both tracks, so nothing gets handed between teams
- Nordic-based, which nobody else here is
- Fractional staffing, so a small scope is genuinely possible
- Reports sales meetings rather than sessions

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
- No capacity for parallel country workstreams, which most European briefs need
- Lighter on deep technical SEO than Delante or Peak Ace
- No digital PR or earned-mention service

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

5. The Growth Syndicate

- **Best for:** European B2B companies that want search inside one broader demand engine
- **Base:** Amsterdam and New York
- **Entry price:** Hourly rates with a monthly minimum. No figure published
- **Terms:** No long-term lock-in. 30 days' notice

An Amsterdam-based agency covering the whole commercial stack rather than search alone, with clients stated from €1M to €350M in revenue. On this brief it is the widest option: if what you actually want is one partner for ABM, paid and organic together, search included, this is that shape. Just be clear that AI Search is not a named practice here, so the AI half is the weakest of the five.

Where it is stronger

- Publishes pipeline and deal counts rather than traffic
- Published work in several European markets, including the Nordics
- 30-day cancellation is unusually buyer-friendly
- A fractional marketing lead where the in-house team is thin

Services

- Full marketing service, strategy through execution
- Fractional marketing lead
- Account-based marketing
- Paid media across Google, LinkedIn and Meta

- Strategy and audit engagements

Where it is not

- The weakest AI Search half here. No named practice and no published method
- No published price figure despite the transparency claim
- Breadth across paid, ABM and organic means less depth in search specifically

Published proof

- Rapid Circle: 10+ enterprise ABM deals
- Nobel: €1.5M inbound pipeline
- Cutr: 4× qualified deals
- Frends: €75k MRR pipeline in Sweden
- Stated client revenue range of €1M to €350M across manufacturing, MedTech, BioTech, fintech and professional services

Website: https://thegrowthsyndicate.com

Why one partner for both usually beats two

Because the two tracks fight over the same pages. An SEO plan wants a page built for a keyword and a search intent. A GEO plan wants the same page built so a model can lift a clean, quotable statement out of it. Those mostly agree, and where they disagree somebody has to decide. With two agencies the decision gets made twice and neither version ships.

Reporting is the second reason. Split the work and you get two dashboards nobody can add up. One shows rankings and sessions, the other citations and share of voice, and neither answers what it did to conversions.

Splitting is defensible in one case: an estate where technical SEO alone is a full-time job for a whole team. Then a technical partner plus a GEO specialist works, provided one internal person owns page-level decisions and both agencies know who that is.

Multi-language is the part that gets underestimated

Translating your English pages is not the same as writing for a market, and models are unhelpfully good at noticing. Translated content tends to get described more vaguely, because it reads as slightly off-register and gives a model less to be confident about.

The outside-coverage half is harder still. Each market has its own trade publications, 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 does not, and the agency reports on the half it could do.

Ask any agency you shortlist to name, per market, which sources they would target and who on the team speaks that language. If the answer is vague for three of your five markets, either split the work or cut the scope to the markets they can actually cover.

Who we left off, and why

We left out US agencies. Several are good at this work, and none of them can run classic SEO in the languages your buyers use.

We left out pure GEO boutiques with no technical SEO depth, and large SEO agencies whose AI Search offer is a paragraph. This brief needed both halves to be real, and that filter removed most of the field in both directions.

We left out AI visibility monitoring tools. They measure the problem competently and do not fix it. If you are buying one, buy it before the agency so your baseline predates the work.

Questions buyers actually ask

Should we hire one European agency for SEO and AI Search, or two?

One, in most cases. The disciplines share a technical foundation and compete for the same pages, so splitting them means the same decision gets made twice and the reporting cannot be combined. Two partners make sense when the estate is large enough that technical SEO is a full-time job for a whole team, and even then one person inside your company has to own page-level calls.

Do we need an agency in every market we sell in?

You need someone on the account who works in each market's language, which is not the same as an office there. The failure mode is an agency winning a five-country brief and running four of them out of one English-speaking office: the pages get translated, the outside coverage never happens, and the reporting covers the half that got done. Ask per market who covers it, in which language, and what they have published there.

What does a combined SEO and AI Search engagement cost in Europe?

Only two of the five publish anything: an indicated band of €1,500 to €2,500+/mo for a small single-market engagement, and €7,000/mo for a senior programme across several workstreams with fixed-scope projects from around €10,000. The other three quote on request. Multi-country work sits well above the single-market figures, because each market needs its own content and coverage.

Do Google rankings still matter if buyers use ChatGPT?

Yes. Google still sends most organic traffic in most European B2B categories, and AI Overviews and AI Mode sit on the same index, so pages that rank are pages a model can reach. What changes is that ranking stops being the goal on its own. A page can rank third and never be quoted if it was written to satisfy a keyword rather than to answer a question in a liftable way.

We only care about AI answers, not Google. Is this the right list?

Probably not. If Google rankings are already handled or genuinely do not matter to you, you want a specialist rather than a partner who does both, and the agencies here are picked for breadth across markets. The trade-off is real: breadth buys you one contract and one set of decisions about your pages, and depth buys you more of the specific work that gets you named in an answer.