# 6 best GEO agencies in Germany

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Your competitors are already showing up in ChatGPT, Perplexity, and Google AI Mode. You're not. If you've tested this yourself recently, you know exactly how unsettling that feels. This is where Generative Engine Optimization (GEO) comes in, the discipline focused on making your brand visible and cited across AI-powered search systems.

## Key takeaways

- **GEO is no longer optional.** AI-powered search tools like ChatGPT, Perplexity, and Google AI Mode are reshaping how prospects discover brands. Companies not optimizing for these channels risk losing visibility at critical decision points.
- **Germany-specific expertise matters.** The German market has unique regulatory, linguistic, and competitive dynamics that require agencies with deep local knowledge alongside AI Search capabilities.
- **Proven results over buzzwords.** The best GEO agencies demonstrate measurable outcomes like AI citations, referral traffic from LLMs, and pipeline impact rather than just theoretical frameworks.
- **Radyant combines SEO and AI Search.** As a European agency built for fast-growing B2B companies, from scale-ups to enterprise, Radyant integrates traditional SEO with GEO strategies to drive measurable pipeline growth from both Google and AI platforms.

## **Why GEO matters in the new search ecosystem**

Search behavior is shifting fast. Decision-makers no longer rely solely on typing queries into Google and scanning ten blue links. They increasingly turn to AI-powered tools like ChatGPT, Perplexity, Gemini, and Google AI Mode to research solutions, compare vendors, and shortlist providers. Google itself is accelerating this transformation with AI Overviews and AI Mode, delivering synthesized answers directly on the search results page.

**If your brand isn't cited in these AI-generated answers, you're losing critical touchpoints before prospects ever visit your website.**

This is exactly where Generative Engine Optimization (GEO) comes in. Also referred to as AEO (Answer Engine Optimization) or LLMO (Large Language Model Optimization), GEO focuses on optimizing your content, authority signals, and structured information so that LLMs reference and recommend your brand. The key distinction from traditional SEO: while SEO focuses on ranking web pages in organic search results, GEO ensures your solution gets mentioned and recommended inside AI-generated answers. Both disciplines complement each other, but **ignoring GEO means leaving an entire layer of visibility on the table.**

The **platforms** that matter most right now:

- **ChatGPT**: the dominant AI platform for conversational research queries
- **Perplexity**: an AI-powered search engine with inline source citations
- **Google AI Mode / AI Overviews**: Google's AI-driven answer layer within its own search engine

- **Gemini**: Google's standalone AI assistant, rapidly gaining adoption

## **How I evaluated the best GEO agencies in germany**

I analyzed numerous agencies in Germany claiming GEO expertise but narrowed the list to six that met all four criteria with verifiable evidence. Many SEO agencies are adding "GEO" to their service pages, but few can demonstrate measurable results from AI Search platforms.

Here are the four **criteria** I used:

1. **Documented AI Search experience** backed by actual client work, not just blog posts about the topic
2. **Proven track record with German or DACH-market clients** showing real results in this specific region
3. **Methodology for tracking and measuring AI visibility** including citations in ChatGPT, Perplexity, and similar platforms
4. **Ability to combine GEO with traditional SEO** for a unified strategy that covers both classic rankings and AI-generated answers

### Why is Radyant first on a list Radyant wrote?

I'm Niklas, CEO of Radyant. We wrote this list, and we put ourselves first. You should know that before you read a single profile. You should also know why, in things you can check yourself:

- **We show our work.** We work with companies like Allianz, PostFinance, Peec AI, osapiens, Heyflow, deeploi and Planeco Building, to name only a few. We publish as much of that work as our NDAs allow. Heyflow reached #1 in AI Search visibility among its competitors, Planeco Building grew its leads five times, and deeploi's organic leads grew 250%.
- **A public price.** Growth partnerships start at €7,000 a month, and it says so on our pricing page before you ever get on a call.
- **Our research is public.** The persona study and the software study we ran with OMR Reviews show our data and how we read it.
- **You work with the experts.** Not with an account manager who passes things along, but with the strategists who plan and run your work. Some of them have been in search for more than ten years. They are on our team page.
- **You can test us before you talk to us.** The free audit runs on your domain without asking for an email address.

Every other agency was judged on the same criteria as we were, from their public work. Nobody paid to be on this list.

## **The 6 best GEO agencies in germany**

This comparison table is a starting point for deeper research, not a definitive ranking. The best GEO agency for your business depends on your specific situation, budget, growth stage, and industry. Use it to shortlist candidates, then dig into the details below.

| Agency | Primary Focus | Best For | Pricing* | Geography |
|---|---|---|---|---|
| Radyant | Full-funnel organic growth, SEO & AI Search | Fast-growing scale-ups & enterprise | Starting at €7,000/mo | DACH, Europe |

| | | | | |
|---|---|---|---|---|
| Claneo | International SEO, GEO & content marketing | Enterprise, large brands | Starting at €10,000/mo | DACH, Europe |
| Kosch Klink Performance | AI Search, SEO & content for finance | Finance & insurance brands | Custom Pricing | DACH |
| SUCHHELDEN | SEO, GEO/GAIO, full-service digital | Mid-market, diverse industries | Custom Pricing | DACH |
| seowerk | SEO, GEO, content & social media | SMEs, regional businesses | Custom Pricing | DACH |
| DREIKON | SEO, GEO, full-service advertising | Mittelstand, B2B companies | Custom Pricing | DACH, Münsterland |

*Pricing is estimated if not publicly disclosed, as of March 2026.

## Detailed comparison

### 1) Radyant

[Image: Radyant homepage: Your growth partner for SEO and AI Search, but this time with actual business impact, above client logos]

Founded in 2019, Radyant set out to build the **#1 organic growth agency in Europe**, specialized in SEO & AI Search. We help ambitious companies extend their marketing capacity, dominate Google and ChatGPT, and drive qualified pipeline, not just traffic.

What sets Radyant apart from other GEO agencies in Germany is a **deep understanding of buyer journeys, custom AI infrastructure for faster execution**, and data-driven dashboards that connect web analytics to CRM data. Instead of reporting on vanity metrics like traffic alone, we **track how organic visibility and AI citations translate into qualified leads and revenue.**

One example: for Enter, a German climate tech startup, Radyant built content assets and interactive tools like heat pump cost calculators that gained direct visibility in ChatGPT. When users ask AI assistants about home renovation costs, Enter's tools appear as recommended sources. Combined with a targeted content strategy, this helped Enter grow from near-zero to roughly 100,000 monthly visitors and about 5,000 organic leads generated since the partnership began in 2022. Similar results for ToolSense, where we 10x'ed B2B leads in just 2 years entirely from SEO and AI Search.

Starting in the DACH market, Radyant has expanded to serve clients across broader European markets. See all case studies here.

**Best for:** Fast-growing B2B companies, from scale-ups to enterprise, seeking measurable pipeline growth from SEO and AI Search.

**Pricing:** Starting at €7,000/month, for a hands-on, holistic approach.

Ready to dominate AI Search and drive measurable pipeline growth? Book a free growth audit to get an honest audit of your organic growth potential.

### 2) Claneo

[Image: Claneo homepage: Your agency for international SEO, GEO and content marketing]

With a team of more than 80 experts in Berlin, Claneo has built a strong reputation in international, multi-language SEO and are now incorporating GEO into their offering. Their BVDW certification and

presence at events like OMR signal solid authority in the German market. You can hear more from their co-founder in our episode on why SEO agencies might be in serious trouble.

**Best for:** Enterprise and large brands needing international SEO and GEO.

**Pricing:** Starting at approximately €10,000/month.

### 3) Kosch Klink Performance

[Image: Kosch Klink Performance homepage: AI Search Marketing für die Finanzbranche, above logos of finance clients]

If you operate in finance or insurance, KKP is probably the most specialized option on this list. The Saarbrücken agency focuses exclusively on search marketing and AI Search optimization for this vertical. Their client roster includes Raisin/Weltsparen, CosmosDirekt, Vanguard, auxmoney, and Helvetia. KKP offers dedicated GEO and LLMO services, and their founders regularly speak at OMR, SMX, and SEOkomm. We explored their approach in depth in our podcast episode on how Search in ChatGPT works behind the scenes.

**Best for:** Finance and insurance brands needing specialized SEO and GEO.

**Pricing:** Custom pricing.

### 4) SUCHHELDEN****

[Image: SUCHHELDEN homepage: Deine Top SEO Agentur, with a 5 of 5 Google rating from 140 reviews]

Few agencies in Germany can match SUCHHELDEN's scale. The Osnabrück agency employs more than 140 people and Google Premier Partner status. They offer GEO, LLMO, and GAIO as dedicated services alongside traditional SEO and content marketing, with clients including Volkswagen, Cornelsen, and Deichmann. Their strength is combining AI-driven and traditional search optimization for mid-market companies that need a full-service partner.

**Best for:** Mid-market companies across diverse industries seeking a full-service agency with GEO.

**Pricing:** Custom pricing.

### 5) seowerk****

[Image: seowerk homepage with the seowerk wordmark in white on black]

What started as a pure SEO shop in Augsburg back in 2014 has grown into a full-service provider covering SEO, GEO, content marketing, and social media. They've published an extensive KI-Wiki content series and a dedicated GEO case study. Their differentiator: a genuinely honest, no-nonsense approach that rejects unrealistic promises in favor of long-term, data-driven results.

**Best for:** SMEs and regional businesses wanting honest SEO and GEO services.

**Pricing:** Custom pricing.

### 6) DREIKON****

[Image: DREIKON homepage: Werbeagentur neu gedacht, next to a photo of three people from the team]

Not many advertising agencies take SEO quality standards seriously enough to help write them. DREIKON from Münster does. Clients include Remmers, Rapunzel Naturkost, and Stadtwerke Münster. They offer dedicated GEO services and have published practical content on KI-SEO, GAIO, and LLMO.

**Best for:** Mittelstand and B2B companies wanting a full-service agency in Germany with GEO capabilities.

**Pricing:** Custom pricing.

## **Criteria for hiring a GEO agency**

Not every agency that claims GEO expertise can actually deliver results. As GEO gains traction, the market is flooding with rebranded SEO services and vague promises. Before you sign a contract, evaluate potential partners across four critical dimensions.

### **Measurement and attribution**

Ask how the agency tracks AI visibility. Do they monitor citations across ChatGPT, Perplexity, and Google AI Mode? More importantly, can they connect AI referral traffic to pipeline metrics like leads and revenue? Radyant, for example, builds full-funnel dashboards that connect web analytics to CRM data, showing exactly how organic growth translates to pipeline. Read more on how we approach prompt tracking and AI Search visibility measurement.

### **GEO maturity vs. rebranded SEO**

Many SEO agencies in Germany are simply relabeling traditional SEO as “GEO” or “AI SEO.” Ask for specific case studies showing actual citations or traffic from AI platforms. Look for proprietary methodologies, documented experiments, and real results from large language models. If the agency can only point to theoretical blog posts rather than client outcomes, their GEO offering likely lacks substance.

### **Scope of work: strategy plus execution**

For most companies, you want an agency that both strategizes and executes. Building an internal team to implement an external agency’s GEO recommendations rarely works. The best GEO agencies operate as an extension of your marketing team, handling everything from content and technical SEO to AI-specific optimization and reporting.

### **Industry and market fit**

GEO strategies differ significantly by industry and market. An agency experienced in German B2B SaaS will approach GEO differently than one focused on e-commerce or finance. A strong fit here means faster results and fewer costly missteps during execution.

### **Questions to ask a potential GEO agency:**

- How do you track and measure brand mentions in ChatGPT and Perplexity?
- Can you share a case study with measurable results from AI Search, not just traditional SEO?
- Do you handle both strategy and execution, or will we need an internal team to implement?
- What experience do you have with companies in our industry and market?

- How do you connect GEO performance to revenue and pipeline metrics?

## **Conclusion**

AI Search is fundamentally changing how brands are discovered in Germany. Whether prospects ask ChatGPT for a recommendation, research solutions on Perplexity, or use Google's AI Mode, your visibility in AI Search directly impacts your pipeline. **GEO is no longer experimental. It's becoming an essential part of any serious search strategy.**

The six agencies in this guide each bring unique strengths to the table. Your right choice depends on your specific needs, budget, and growth stage. What matters most is partnering with a team that combines proven SEO fundamentals with measurable GEO results.

If you want to see and learn more, check out our [Marketing Breakdowns](https://www.radyant.io/marketing-breakdowns) or listen to the [Masters of Search Podcast](https://www.radyant.io/masters-of-search).

## Frequently Asked Questions

### **What is GEO and how does it differ from SEO?**

GEO (Generative Engine Optimization) optimizes your content to appear in AI-generated answers from tools like ChatGPT, Perplexity, and Google AI Mode. While SEO focuses on ranking web pages in search results, GEO ensures your brand gets cited and recommended in AI-powered responses.

### **How long does it take to see results from GEO?**

Most companies see initial AI visibility improvements within 8 to 12 weeks. Meaningful impact on lead generation typically follows by month 4 to 6. Results depend on your starting authority, content quality, and competitive landscape. GEO agencies running structured experiments alongside proven practices often deliver faster outcomes.

### **Can I do GEO in-house or do I need an agency?**

In-house is possible but challenging. GEO requires specialized knowledge of multiple AI platforms, tracking methodologies, and optimization techniques most teams lack. Agencies bring proven frameworks and faster time-to-results. For most companies, agencies deliver better ROI than building internal expertise from scratch.

### **Do I still need traditional SEO if I invest in GEO?**

Yes. Traditional Google search still drives significant traffic, and many GEO tactics like quality content, topical authority, and structured data also improve traditional rankings. The best agencies integrate both SEO and GEO strategies for maximum organic visibility across all search surfaces.

### **Why do I need a Germany-specific GEO agency?**

The German market has distinct challenges that generalist agencies often underestimate: language complexity, DSGVO-specific content requirements, and a B2B buyer behavior that tends to be more research-intensive than in other markets. An agency with DACH experience will move faster, make fewer costly mistakes, and understand the competitive dynamics of German search from day one.

### **What metrics should I track for GEO success?**

Track brand citations across AI platforms, referral traffic from AI Search, share of voice in AI-generated answers, and conversion metrics like leads and pipeline created from organic channels. Avoid relying on vanity metrics alone.