6 best organic growth agencies in Europe

By Niklas Buschner, Radyant · Published 2026-03-17 · Updated 2026-04-20

Source: https://www.radyant.io/comparison/6-best-organic-growth-agencies-in-europe

Your organic traffic has flatlined. Meanwhile, a competitor you've never worried about keeps showing up in ChatGPT recommendations and Perplexity answers. The pipeline impact is real, and your current SEO setup wasn't built for this. So how do you find an agency that actually drives pipeline from organic channels, not just rankings that look good in a slide deck? This guide evaluates six agencies across Europe based on SEO and AI Search capabilities, pricing, and execution models to help you make a confident decision.

Key takeaways

- **Organic growth now spans two surfaces.** Google and AI Search platforms like ChatGPT, Perplexity, and Google AI Mode each require dedicated optimization strategies, and ignoring either one leaves pipeline on the table.
- The best agencies tie **organic visibility directly to qualified leads and revenue**, not just traffic. If a potential partner can't show you that connection, they're optimizing in the dark.
- **Many agencies are simply relabeling traditional SEO as "AI Search."** Ask for documented case studies with measurable results from actual AI platforms before trusting the label.
- Europe has strong contenders across **different budgets, verticals, and growth stages**. The right choice depends on where you are today, not just what sounds most impressive.

Why organic growth matters more than ever

Traditional SEO has matured. Every competitor invests in content, technical SEO, and link building, which means differentiating through Google rankings alone keeps getting harder.

At the same time, AI Search is reshaping how buyers discover vendors. BrightEdge found AI Search referral traffic growing at double-digit rates month over month, while Ahrefs data from early 2026 shows AI Overviews now reduce clicks by 58%. More queries are getting answered without a single visit to your website.

The buyer behavior shift is real. Responsive's 2025 study of 350 B2B buyers found one in four already use generative AI more than traditional search when researching suppliers, rising to 80% in tech and software. If your brand doesn't surface in those AI answers, you may never make their shortlist. Gartner projects a 25% decline in organic search traffic by 2026 as AI tools absorb more queries, and the data suggests that trajectory is already underway.

The best organic growth agencies address both surfaces, Google and AI Search, and measure success through pipeline, not just rankings. If you want to understand where your business stands on both, a free growth audit from Radyant is a good starting point.

How I evaluated the best agencies in Europe

Choosing the right organic growth agency is hard enough without wading through vague promises and recycled case studies. To help you find the perfect partner for your specific situation, I built a structured

evaluation framework based on what actually matters when hiring an agency that combines SEO and AI Search.

Here are the five criteria I used to assess every agency on this list:

- **Transparent pricing and engagement model** – Is pricing accessible and clearly communicated, so you know what you're committing to before the first call?
- **AI Search maturity** – Does the agency have documented experience optimizing for ChatGPT, Perplexity, Google AI Mode, and other AI platforms? Or are they simply relabeling traditional SEO with a new name?
- **Pipeline focus** – Does the agency measure success through qualified leads and revenue growth, or does it still report on traffic and rankings as end goals?
- **Execution capability** – Does the agency handle both strategy and content production, or does your team need to implement everything?
- **European market experience** – Has the agency worked with companies across Europe, with a deep understanding of local buyer behavior, language nuances, and compliance requirements?

Beyond these core criteria, I also looked at client case studies with verifiable business outcomes, team size and specialization, and whether each agency focuses on B2B SaaS companies or serves a broader market.

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 organic growth agencies in Europe

Before diving into the detailed profiles, here's a side-by-side snapshot to help you quickly compare the best organic growth agencies in Europe based on SEO and AI Search capabilities, pricing, and Geography.

Agency	Primary Focus	Best For	Pricing*	Geography

Radyant	Full-funnel organic growth, SEO & AI Search	Scale-ups to enterprise	Starting at €7,000/mo	DACH, Europe
Omnius	International B2B SEO & GEO	SaaS and Fintech exclusively	Custom Pricing	London, remote
Skale	AI Search-first organic growth	SaaS brands with link-building needs	Custom Pricing	London, remote
Embarque	SEO & AI Search	Early-stage, budget-conscious startups	From ~$3,000/mo	Remote (EU heavy)
Position Digital	SEO & AI Search	VC-backed startups in UK & Ireland	Custom Pricing	Dublin, remote
The Clueless Company	SEO + CRO + AEO	Companies with conversion-heavy focus	Custom Pricing	Remote (EU)

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

Detailed comparison

Here's a closer look at each agency, what they do best, and who they're the right fit for.

1) Radyant

[Image: Radyant homepage]

Radyant was founded in 2019 with a clear goal: build the leading organic growth agency in Europe for fast-growing companies, from scale-ups to enterprise. The focus from the start has been on pipeline and revenue, not rankings or traffic, so every engagement is built around connecting organic visibility to actual business outcomes rather than vanity metrics. Radyant isn't limited to a single vertical either. Clients span SaaS, ClimateTech, and other high-stakes, technical categories, so the strategic playbook adapts to your market rather than forcing your business into a pre-built template.

What separates Radyant from most agencies on this list is the combination of strategic depth and execution infrastructure. Rather than handing over a content plan for an internal team to implement, Radyant operates as a full growth partner, running keyword and buyer journey research, producing content at scale using custom AI infrastructure, and tracking everything through dashboards that connect web analytics to CRM data.

For Enter, a German climate tech startup, Radyant built a content strategy and interactive tools that gained direct citations in ChatGPT, taking Enter from near-zero to 100,000 monthly visitors and around 5,000 organic leads since the partnership began in 2022. For ToolSense, Radyant 10x'ed organic leads in two years entirely through organic.

If you want to see what that could look like for your business, book a free growth audit. It's fully customized to your business and target audience.

Best for: Fast-growing companies, from scale-ups to enterprise, that want organic to become a primary growth channel with measurable pipeline results, not just traffic dashboards.

Pricing: Growth partnerships starting at €7,000/month, scaling with scope and execution depth. Full details here.

2) Omnius

[Image: Omnius homepage: B2B SEO and AI Search marketing agency based in Europe, with a case study chart of 0 to 2.7M organic visitors in 13 months]

Omnius is a London-based agency working exclusively with B2B SaaS, Fintech, and AI companies. That vertical focus is a strength for companies squarely in those categories, but it also means their playbook doesn't translate well outside of them. Their AI Search approach is genuinely research-driven. They built their own tracking tool in early 2024 and are transparent about the evolving nature of LLM optimization. If your business sits firmly in SaaS or Fintech, they're a strong option. If you're outside those verticals, look elsewhere.

Best for: B2B SaaS, Fintech, and AI companies that want a specialist partner exclusively focused on their vertical.

Pricing: Custom Pricing.

3) Skale

[Image: Skale homepage: See how our clients increased their ARR by 176% in just 3 months, above client logos]

Skale positions itself as an AI Search-first organic growth agency for tech and SaaS brands. Their model is built heavily around link-building and off-page authority alongside content, which makes them a strong fit for companies that have already established some SEO foundations and need to scale backlink acquisition. For companies still in the earlier stages of building a content strategy from scratch, their offering is less comprehensive.

Best for: SaaS scaleups with existing SEO foundations looking to accelerate off-page authority and MRR from organic.

Pricing: Custom Pricing.

4) Embarque****

[Image: Embarque homepage: SEO for traffic and leads, rank on search and AI, next to a call booking calendar]

Embarque is a remote-first agency working primarily with early-stage B2B SaaS companies. Their pricing starts lower than most agencies on this list and their model is built for speed and simplicity, which makes them a good match for pre-Series A teams operating with tight budgets. For companies that are past that stage and need more strategic depth, more complex execution, or cross-industry expertise, they're likely to feel underpowered.

Best for: Pre-Series A SaaS startups wanting fast, budget-friendly organic execution.

Pricing: From approximately $3,000/month.

5) Position Digital****

[Image: Position Digital homepage: Position your brand for the future of search]

Position Digital is a Dublin-based agency working with startups and scaleups, with a strong digital PR capability geared toward earning AI citations. Their market focus is firmly on the UK and Ireland, which

is a meaningful advantage if you're operating primarily in those markets and a limitation if you're not. Outside of that geography, their competitive and market knowledge becomes less relevant.

Best for: VC-backed startups in the UK and Ireland looking for SEO and AI Search combined with digital PR.

Pricing: Custom Pricing.

6) The Clueless Company****

[Image: The Clueless Company homepage: Your B2B SaaS is losing 30% of potential revenue to fixable leaks, above four Clutch badges]

The Clueless Company combines SEO, CRO, and AEO into a single strategy tied to the sales funnel. Their strength is in connecting organic traffic to conversion, which is valuable if that's your primary gap. However, their model is more narrowly focused on conversion optimization than on building broad organic growth programs from the ground up, which makes them a better fit for companies already generating traffic than for those still building topical authority.

Best for: B2B companies with existing organic traffic that need to improve conversion and tie SEO to revenue.

Pricing: Custom Pricing.

How to choose the right organic growth agency

Now that you've seen the six best organic growth agencies in Europe, the real question is: which one fits your situation? **The right choice depends on your growth stage, target market, budget, and how seriously you're taking AI Search as a pipeline channel.** Here's a framework to help you decide.

Measurement and pipeline attribution

How an agency measures success tells you everything about how they think. Legacy SEO agencies report on rankings, organic traffic, and keyword positions. These metrics look good in a slide deck, but they don't directly correlate to revenue.

True organic growth agencies connect web analytics to CRM data, building full-funnel dashboards that track the entire journey from first visit to closed deal. Before signing with any agency, ask a simple question: **how many demos, qualified leads, and pipeline dollars came from organic last quarter?** If they can't answer that, they're optimizing in the dark. Understanding how AI Search visibility is actually tracked and measured is a good starting point to know what questions to ask.

AI Search maturity vs. rebranded SEO

Here's a critical warning: **many agencies are simply relabeling traditional SEO as "GEO" or "AI SEO."** The terminology is new, the hype is high, and some agencies see an opportunity to charge more for the same services.

How do you spot genuine AI Search capability? Ask for **specific case studies** showing actual citations or traffic from AI platforms like ChatGPT, Perplexity, or Google AI Mode. If the agency can only point to theoretical blog posts rather than client outcomes, that's a red flag. Genuine GEO involves distinct **tactics like citation triggers, entity stacking, prompt tracking, and structured content designed**

specifically for AI consumption. A good agency will also be transparent about what they can and cannot yet measure in AI Search. Honesty about its limitations is a sign of real expertise, not a weakness.

Execution model: strategy-only vs. full execution

This is a practical decision that directly impacts your team's workload. Strategy-only agencies deliver audits, roadmaps, and recommendations. The insights might be excellent, but your team has to implement everything. Full-execution agencies handle strategy, content production, technical optimization, and ongoing management. For startups and lean marketing teams, this is usually the better fit.

Before signing, ask one clarifying question: **will we need internal resources to implement your recommendations, or do you handle everything?** The answer will quickly reveal whether the engagement model matches your reality.

Industry and market fit

Not every agency understands your specific market, and that gap can cost you months of wasted effort. European markets have distinct buyer behavior. B2B buyers in DACH markets, for example, are significantly more research-intensive than their US counterparts, often consuming more content before engaging with sales. Language complexity, local terminology, and compliance considerations like GDPR all affect how well your content performs across Europe.

Vertical expertise is equally important. If an agency already works with companies in your space, they understand your ICP, your competitive landscape, and the content that converts with your buyers. That translates into faster results and fewer costly missteps. For a more targeted view of the DACH market specifically, our breakdown of the best GEO agencies in Germany goes deeper on what to look for in that region.

Questions to ask a potential GEO agency:

Before committing to any organic growth agency, make sure they can answer these five questions with specifics, not generalities:

1. **How do you track and measure brand mentions in ChatGPT, Perplexity, and other AI platforms?**
2. **Can you share a case study with measurable results from AI Search** – not just traditional SEO?
3. **Do you handle both strategy and execution,** or will we need an internal team to implement?
4. **What experience do you have with companies in our industry and geographic market?**
5. **How do you connect organic performance to revenue and pipeline metrics?**

If an agency can't answer these questions with concrete examples and client references, that's a clear signal to keep looking. The right partner will welcome these questions because they already have the answers ready.

Conclusion

Organic growth today means showing up where your buyers actually look, and that's both Google and AI Search. Agencies that only optimize for one surface are leaving pipeline on the table. The six

agencies in this guide each bring real strengths for different growth stages, budgets, and European markets. But the single most important factor when choosing a partner is that they measure what matters: **pipeline and revenue growth, not pageviews.**

Generative engine optimization is still early. The GEO market is where SEO was in 2005: fragmented, full of opportunity, and rewarding for companies that move now rather than wait for the playbook to mature. The brands investing today will own the visibility that becomes table stakes tomorrow.

If you're looking for a partner that combines SEO and AI Search to drive real pipeline, book a free growth audit with Radyant. No commitment, just a clear picture of your organic growth opportunity.

Frequently asked questions

What is an organic growth agency?

An organic growth agency drives business growth through non-paid search channels, primarily SEO and AI Search optimization. Unlike traditional SEO agencies that focus on rankings and traffic, organic growth agencies measure success through pipeline: qualified leads, demos, and revenue attributed to organic channels.

How is an organic growth agency different from an SEO agency?

Traditional SEO agencies optimize for Google rankings and traffic. An organic growth agency also optimizes for AI Search platforms like ChatGPT, Perplexity, and Google AI Mode, connects organic visibility to CRM and pipeline data, and acts as a full-execution growth partner rather than a reporting-focused vendor.

What is GEO (Generative Engine Optimization)?

GEO is the practice of optimizing your brand and content so AI platforms like ChatGPT, Perplexity, and Google AI Overviews cite, recommend, or mention you in their generated answers. It complements traditional SEO but doesn't replace it.

How much do organic growth agencies in Europe charge?

Pricing varies widely. In Europe, engagements range from €2,000 to €15,000+ per month depending on scope. Radyant starts at €7,000/month for a full-execution SEO and AI Search.

Do I need SEO and AI Search, or just one of them?

Both. Traditional Google search still drives significant traffic and pipeline for a lot of B2B companies. But AI Search is growing fast and the brands that build AI visibility now will have a compounding advantage over those that wait. Strong SEO fundamentals like content quality, topical authority, and backlinks also feed AI Search performance directly.

How long does it take to see results from organic growth?

Initial improvements in visibility typically appear within 6–12 weeks. Meaningful lead generation impact usually starts by month 4–6. AI Search visibility can show earlier signals within 8–12 weeks as citation rates build.

Does AI Search replace Google?

No. Traditional Google search still drives significantly more traffic than AI tools. However, AI Search is growing rapidly, doubling its share of visits in the past year. The best strategy optimizes for both channels simultaneously, which is exactly what a strong organic growth agency does.