The 6 best AI SEO agencies for B2B startups

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B2B buyers are increasingly using AI-powered search tools to research solutions, and Google is turning into an AI Search engine as well. If your startup's marketing strategy isn't focused on AI SEO, you're sleeping on one of the biggest marketing opportunities ever. Hiring an agency that understands both B2B buyer journeys and AI Search optimization can be a key factor in your future pipeline growth.

Key takeaways

- **AI-driven search is reshaping B2B discovery:** Google is changing from 10 blue links to AI Mode and decision-makers increasingly use ChatGPT, Perplexity, and Copilot to research solutions before ever visiting a website. If you're not optimizing for this new reality, you're missing critical touchpoints in the buyer journey.
- **Pipeline over vanity metrics:** The best AI SEO agencies combine traditional SEO expertise with experimental AI Search optimization strategies, focusing on qualified leads and measurable revenue growth rather than just traffic or rankings.
- **B2B experience matters for AI SEO:** Look for agencies with specific B2B SaaS or tech company experience, transparent case studies showing actual results from AI platforms, and a clear understanding for tracking results in a zero-click environment.

Why AI SEO matters for B2B startups

B2B buyers conduct extensive research before making purchasing decisions, often spending weeks or months evaluating solutions. Increasingly, this research begins not in Google, but in AI tools like ChatGPT, Perplexity, Gemini, and Copilot.

[Image: SparkToro and Datos chart of visit share in the EU and UK, Q4 2024 to Q4 2025: traditional search near 10.7%, AI tools up from 0.76% to 1.54%, e-commerce around 2.5%]

Traditional search is still significantly bigger than AI tools, but they have steadily grown, doubling their share from Q4/2024 to Q4/2025

And even if your target audience is still predominantly using Google: Google today is not the Google from 10 years ago. With Gemini, AI Overviews and AI Mode, Google has already become an AI Search engine, too.

[Image: SparkToro and Datos chart of Google AI Mode's share of US visits, rising from 0.01% in May 2025 to 0.06% in December 2025]

Google AI Mode is still small in absolute numbers but has seen an incredibly steep adoption recently

AI Search tools fundamentally change how your prospects discover and evaluate solutions. When a CTO from a B2B tech company asks ChatGPT or AI Mode "what's the best project management tool for remote engineering teams," they expect a curated answer with specific recommendations. If your product isn't mentioned, you've lost a potential customer before they even knew you existed. Traditional SEO focuses on ranking for keywords; AI SEO (you can also call it AEO or GEO) ensures your solution appears in these AI-generated recommendations.

[Image: SparkToro and Datos chart of EU and UK desktop users visiting ChatGPT and Gemini, October 2024 to December 2025: ChatGPT up from 30.76% to 45.03%, Gemini from 4.43% to 14.45%]

This chart shows that ChatGPT is still the dominant player in the AI space, but Gemini has tripled its share within just 12 months

For startups specifically, AI Search optimization offers a unique advantage. While established competitors may dominate traditional search results through years of link building and content creation, AI tools evaluate relevance and authority differently. Fan-out queries and vectorized search (to only name two aspects) have leveled the playing field.

How I evaluated the best AI SEO agencies for B2B startups

I analyzed over 30 agencies claiming AI SEO expertise, but narrowed this list based on specific criteria that matter for B2B startups:

- Documented case studies showing actual traffic or leads from AI Search platforms, not just theoretical frameworks or blog posts about AEO
- B2B SaaS or tech experience, because you have to understand the specific buyer journey, content types, and conversion metrics
- Methodologies for tracking and measuring AI visibility, as well as pipeline impact

One name that comes up often in this space is Skale, a London-based B2B SaaS SEO agency, founded in 2019, that measures success in MRR rather than traffic. They're a solid option for growth-stage SaaS companies, generally $8,000 to $20,000 per month. We didn't include them here because their positioning skews toward larger, more established SaaS companies than the early-stage B2B startups this specific list is written for, and independent reviews describe their AI Search and GEO capability as still developing rather than a first-class discipline.

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 AI SEO agencies for B2B startups

Quick comparison snapshot

This table provides an at-a-glance comparison of the six agencies, helping you quickly identify which might best fit your startup's needs, budget, and growth stage. Consider this a starting point for deeper research rather than a definitive ranking. The "best" agency depends entirely on your specific situation.

Agency	Primary Focus	Best For	Pricing*	Geography
Radyant	Full-funnel organic growth, SEO & AI Search	B2B startups and scaleups	From €7,000/mo	DACH, Europe
Omnius	International B2B SEO & GEO	SaaS and Fintech exclusively	Custom Pricing	London, remote
Claneo	Technical SEO, international expansion	B2B grownups, enterprise	Starting at €10,000/mo	DACH, Europe
GrowPad	SEO & AI Search (GEO/AEO) for B2B SaaS and IT outsourcing	B2B SaaS and IT outsourcing startups	Starting at $3,000/mo	Spain/EU
Omniscient Digital	B2B content marketing & SEO	B2B scaleups, grownups and enterprise	Starting at $10,000/mo	US
Spicy Margarita	Brand-focused B2B content	B2B startups	Starting at $4,999/mo	US

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

Detailed comparison

1) Radyant

[Image: Radyant homepage: Turn Google, ChatGPT and Perplexity search into your next growth lever, above client and podcast guest logos]

Radyant is a European growth agency specializing in SEO and AI Search for fast-growing companies with ambitious growth goals. Founded in 2019 and headquartered in Berlin, we have worked with 30+ companies across DACH and Europe.

What sets Radyant apart is the combination of three things most agencies separate: a senior strategist on every engagement who owns the result like an internal hire, content built from structured expert interviews and real customer language rather than keyword tools, and custom-built AI infrastructure that lets the team move faster without sacrificing quality.

Clients include Heyflow, Planeco Building, ToolSense, and Enter. Planeco saw 5x lead growth and reached the number one spot in their AI Search visibility competitor set in about 10 months, and ToolSense grew organic leads 10x in 2 years. The process starts before kickoff: Radyant preps tracking, access, and expert conversations in the two weeks before kickoff, then starts writing and publishing the day after.

Weaknesses: the Growth Partnership starts at €7,000 per month on a 12-month commitment, with an opt-out after six months. That's usually our budget minimum, so very early pre-seed startups below it are usually better served starting elsewhere.

Best for: B2B SaaS startups and scaleups that want measurable pipeline growth from SEO

Pricing: Growth Partnership from €7,000/mo on a 12-month commitment, opt-out after six months, senior team only.

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 that works exclusively with B2B SaaS, Fintech, and AI companies. That narrow focus cuts both ways: it's a genuine advantage if your company sits in one of those three categories, but their playbook doesn't stretch much beyond them. What stands out is how research-driven their AI Search work is. They built their own citation tracking tool back in early 2024 and stay transparent about how much LLM optimization is still evolving. For SaaS, Fintech, or AI companies, they're worth a serious look; outside those verticals, you're better served elsewhere.

Weaknesses: their playbook doesn't stretch much beyond SaaS, Fintech, and AI companies, so other B2B categories are better served elsewhere.

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

Pricing: Custom Pricing.

3) Claneo

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

Claneo is a Berlin-based SEO agency with strong expertise in technical SEO and international expansion. While not exclusively focused on AI Search, they've begun incorporating AEO and GEO strategies into their offerings. Their team brings deep analytical capabilities and a structured approach to organic growth, making them well-suited for startups planning to scale across multiple European markets. The agency's strength lies in their technical depth and ability to handle complex, multi-language websites. They excel at site migrations, technical audits, and improving visibility.

Weaknesses: AI Search capability was added on top of an SEO-first foundation, not built in from day one.

Best for: Established B2B startups, that are on their way to Enterprise

Pricing: Not publicly disclosed, probably starting at €10,000/month depending on scope and market coverage

4) GrowPad

[Image: GrowPad homepage: Be the first click when your clients search for a SaaS or IT vendor, next to before and after search performance charts]

GrowPad is a Spain-based agency built for B2B SaaS and IT outsourcing companies, founded in 2020 by Oleksii Andrusenko. The team of 10+ SEO specialists treats SEO and GEO/AEO as one integrated system rather than selling them as separate packages, running monthly tests across 20+ SaaS and B2B tech teams before rolling frameworks out to client work.

Clients include CHI Software, Kodjin, and OGS Capital. Kodjin grew from a brand-new domain to a

recognized FHIR server competitor, while OGS Capital saw impressions triple after a traffic recovery engagement. GrowPad holds a 5.0 rating across 35+ verified Clutch reviews.

Weaknesses: narrow vertical focus on SaaS and IT outsourcing; less of a fit for companies outside tech or those needing DACH-market and German-language expertise.

Best for: B2B SaaS and IT outsourcing startups that want SEO and AI Search treated as one integrated system.

Pricing: SEO and content marketing engagements start from $3,000/month.

5) Omniscient Digital

[Image: Omniscient Digital homepage: SEO, GEO, and content should drive business growth, not just traffic]

Omniscient Digital is a growth-focused content marketing and SEO agency that works exclusively with B2B brands. Co-founded by Alex Birkett, they emphasize revenue-driven strategies over vanity metrics. While their primary focus has been traditional SEO and content marketing, they've incorporated AI Search optimization into their service offerings, particularly for SaaS clients seeking to appear in ChatGPT and other AI-powered search results. They combine link building, editorial content production, and conversion optimization into cohesive programs.

Weaknesses: AI Search optimization sits on top of a traditional content-marketing core rather than being a first-class discipline from the start.

Best for: B2B SaaS companies that need SEO as a component of a broader organic growth strategy

Pricing: Full-service engagements start at $10,000 a month

6) Spicy Margarita

[Image: Spicy Margarita homepage: Search changed. We changed with it.]

Spicy Margarita brings a creative, brand-focused approach to B2B content and SEO. While smaller than some agencies on this list (8 people team), they've developed expertise in AI Search optimization particularly for B2B SaaS brands with strong product-market fit. They helped companies like EssayGrader or Piktochart amplify their team's knowledge into rankable, cite-worthy content that appears on Google and in AI Search engines.

Weaknesses: an 8-person team means less bandwidth for large-scale or enterprise engagements.

Best for: B2B SaaS startups that look for a more creative approach to SEO

Pricing: Their consulting/sparring package starts at $4,999/month and their full service package starts at $9,999/month

Criteria for hiring a B2B AI SEO agency

Choosing the right AI SEO agency for your B2B startup requires evaluating factors beyond marketing buzzwords and polished sales decks. The agencies that deliver real results share specific characteristics. They focus on business outcomes over vanity metrics, bring relevant B2B experience, and can demonstrate actual results from AI Search platforms. Here's what matters most when making your decision.

Definition of success

Ask potential agencies how they measure success and what reporting they provide. The best agencies track both the traffic from AI platforms and how that traffic converts through your funnel. They should be able to show attribution from ChatGPT or Perplexity visitors to demo requests, trial signups, or sales conversations.

If an agency can't articulate how their work connects to your revenue goals, they're not the right partner. Radyant, for example, builds full-funnel dashboards that connect web analytics to CRM data, showing exactly how organic growth translates to pipeline and revenue. This level of accountability separates agencies that drive business impact from those that simply generate reports.

Cost of collaboration

Instead of focusing solely on price, evaluate cost relative to expected return. An agency charging $5,000/month that generates $50,000 in monthly recurring revenue is far more valuable than a $2,000/month agency that drives no pipeline. Ask about their typical client results and how long it takes to see impact. Most legitimate agencies can show positive results within 6 months.

Also consider the total cost of collaboration beyond the monthly retainer. Some agencies charge separately for content production, link building, or technical implementation. Others include these in their pricing. Understand the full scope of what's included to make accurate comparisons and avoid surprises that can strain your budget.

Scope of work

For most B2B startups, you want an agency that can both strategize and execute. Building an internal team to implement an external agency's recommendations rarely works. Your team lacks the specialized expertise and bandwidth. The best AI SEO agencies operate as an extension of your marketing team, handling everything from keyword research to content production to technical implementation.

Ask specifically about their process for AI Search optimization. Do they track your visibility across ChatGPT, Perplexity, Copilot, and other platforms? How do they optimize for citations in AI-generated answers? Do they have proprietary tools or methodologies? Agencies with mature AI SEO practices can articulate a clear process, not just theoretical concepts. They should explain how they structure content for AI consumption, build topical authority, and measure share of answers across multiple AI engines.

Relevant case studies

Case studies reveal whether an agency has actually delivered results or just talks about AI SEO conceptually. Look for case studies with specific metrics: traffic from AI platforms, lead generation, pipeline created, or revenue attributed to organic channels. Be skeptical of vague claims like "increased AI visibility" without concrete numbers backing them up.

Ask agencies for references you can contact directly. Speaking with current or former clients provides insights you won't find in polished case studies. Ask about communication style, responsiveness, ability to hit deadlines, and whether they delivered on promised results. If an agency hesitates to provide references, that's a red flag suggesting they may not have satisfied clients willing to vouch for their work.

Conclusion

AI-powered search is fundamentally changing how B2B buyers discover and evaluate solutions. For startups, this represents both a challenge and an opportunity. The challenge is that traditional SEO strategies alone no longer guarantee visibility. You need to optimize for Google's AI Overviews and AI Mode, ChatGPT, Perplexity, Copilot, and other AI platforms where your prospects increasingly conduct research. The opportunity is that AI Search levels the playing field, allowing well-optimized startups to compete against established competitors with years of SEO investment.

The agencies featured in this guide each bring unique strengths to AI SEO for B2B startups. Your choice depends on your specific needs, budget, growth stage, and geographic focus. Prioritize agencies with documented B2B experience, clear measurement methodologies, and proven ability to drive pipeline. Ask tough questions about their AI SEO maturity and speak with references before making a decision.

Ready to dominate AI Search and drive measurable pipeline growth? Radyant helps B2B startups appear in ChatGPT, Perplexity, and traditional search results. Book a free growth audit to see how we can help your startup grow.

Frequently Asked Questions

What is AI SEO and how does it differ from traditional SEO?

AI SEO optimizes your content to appear in AI-powered search tools like ChatGPT, Perplexity, and Copilot, not just traditional Google results. While traditional SEO focuses on ranking web pages in search engine results, AI SEO (including AEO and GEO) ensures your solution gets recommended in AI-generated answers where users increasingly conduct research.

How long does it take to see results from AI SEO?

Most B2B startups working with a solid agency see initial AI visibility improvements within 6 to 12 weeks, with meaningful impact on lead generation by month 4. Results depend on your starting point, competition level, and content velocity. AI Search evolves faster than traditional search, so agencies that help you run AEO growth experiments alongside tested practices can often deliver results more quickly.

Is AI SEO worth the investment for early-stage startups?

Yes, especially for B2B startups. AI Search adoption is growing rapidly among technical decision-makers and executives, your target buyers. In addition to that, Google is transforming into an AI Search engine as well. Early investment captures demand before competitors optimize for these channels. The cost is comparable to traditional SEO but with potentially faster ROI given lower competition in AI Search and the ability to compete against larger, established companies.

Can I do AI SEO in-house or do I need an agency?

In-house is possible but challenging. AI SEO requires specialized knowledge of multiple platforms, tracking methodologies, and optimization techniques that most teams lack. Agencies bring proven frameworks, dedicated resources, and faster time-to-results. For most startups, agencies deliver better

ROI than building internal expertise from scratch, especially when you need results quickly.

What metrics should I track for AI SEO success?

Track visibility across AI platforms (ChatGPT, Perplexity mentions), referral traffic from AI tools, and most importantly, conversion metrics: leads generated, demos booked, pipeline created. Avoid vanity metrics like keyword rankings alone. The best AI SEO agencies provide full-funnel attribution showing how AI visibility translates to revenue and business growth.

Do I need both traditional SEO and AI SEO?

Yes, they're complementary. Traditional Google search still drives significant B2B traffic, while AI platforms capture growing research behavior. The best agencies integrate both strategies, as many AI SEO tactics (quality content, topical authority) also improve traditional rankings. A comprehensive approach maximizes total organic visibility and ensures you're not missing potential customers regardless of where they search.

How do I know if an agency actually understands AI SEO?

Ask for specific case studies showing traffic or leads from AI platforms, not just theoretical knowledge. They should track mentions across ChatGPT, Perplexity, and other tools, explain their methodology for citation optimization, and demonstrate understanding of how LLMs select sources. Vague answers or purely conceptual explanations suggest they're rebranding traditional SEO as "AI SEO" without proven results.