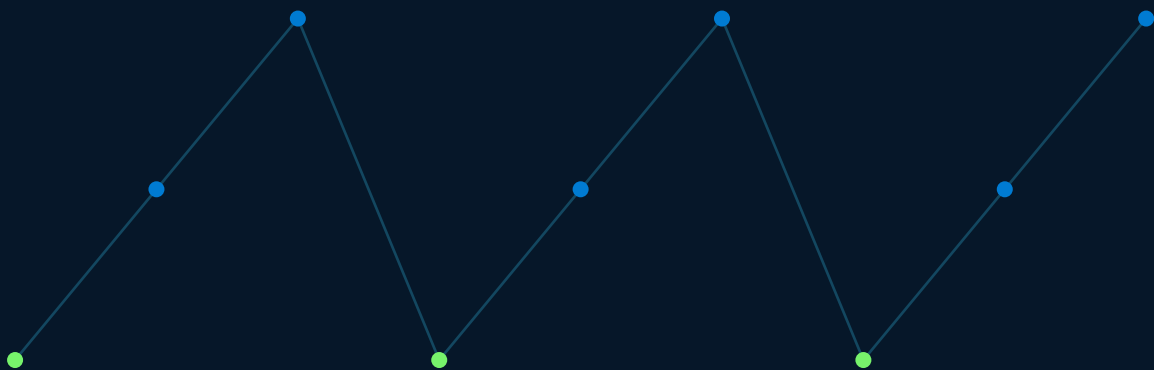


GEO & LLMO

SERVICE PRICES & DELIVERABLES

GERMANY 2026

What specific GEO and LLMO work costs, what is included, and how to compare scopes.



GEO and LLMO costs by service type

A deliverables-first buyer reference. Based on provider-owned German price pages reviewed on 21-22 October 2026. Prepared by Optis Digital; not a representative survey.

A GEO budget should buy specified work, not a promise to be “number one in ChatGPT.” German public offers illustrate basic AI-visibility checks at **€149–€490 one-off**, strategy or detailed audits often above **€1,299 one-off**, and continuing packages from small retainers to **€5,000+ a month**. These figures refer to different services and cannot be compared as equivalent bundles.

This document focuses on **what the fee includes**. The separate HTML article at optis.digital/geo-agency-pricing-germany/ compares the individual providers and explains the calculation of sample medians. The PDF does not reproduce that ranking.

1 | One-time GEO work: indicative public-price evidence

Workstream	Observed examples	What the buyer receives
Basic AI visibility check	€149–€490 once	A small snapshot of selected prompts or a light technical/content review. Usually not a complete roadmap.
Detailed GEO audit / strategy	€1,299–€5,000+ once	Prompt and competitor baseline, citations/source analysis, key-page diagnosis and prioritised recommendations; depth varies widely.
Website or content setup	€1,490–€8,900+ once	Technical fixes, setup and on-page optimisation. Some suppliers quote separately per page; ask which URLs are included.
Per-page execution	Example: €699/page after a €2,000 concept	Research/editing/optimisation for a defined page. Publishing, expert interviews or new design may be extra.

Reading the prices correctly: €149 can buy a limited assessment; it does not buy €5,000 worth of strategic analysis. Setup fees also cannot be added to every supplier by default; check whether an initial audit or implementation is already included.

2 | Monthly service budgets: what is plausibly inside

Monthly planning band	Common work patterns	Typical exclusions to check
Under €500	Local or freelancer package; monitoring, a small set of page edits or GEO integrated into entry SEO.	Digital PR, extensive content, broad prompt coverage and multi-market work.
€500–€1,500	Defined audit follow-up, a limited content cadence, technical checks and periodic monitoring.	Senior specialist time, multiple languages, external publications, bespoke research.
€1,500–€3,000	One-market B2B programme with planned page changes, content creation and documented testing.	Heavy engineering, media-buy budgets, large-scale site rewrites.
€3,000–€5,000	Multiple commercial themes, larger content output, technical coordination, authority-building support.	Paid placements may still be separate.
€5,000+	Several markets or products, specialised content, original research, PR and complex coordination.	Licences, translations, media budgets may not be included.

These are **editorial budget bands** inferred from public offers, not regulated market tariffs or a promise that a particular deliverable is automatically included at each level. Verify the statement of work.

3 | Two GEO outcomes that require different work

A. AI source citations: getting useful pages referenced

A citation-led brief starts with retrievable evidence. Typical deliverables: a list of eligible source pages, checks for indexation and crawler access, original or expert-reviewed content, internal linking, citation-source competitor analysis and repeated prompt observations. The report should name **which URL was cited, in which response, on which date and platform**.

Measurement: verified cited-URL rate across an agreed prompt/platform set. Citation visibility is not the same as a brand recommendation, a click or a lead. A scope priced from €1,000/month may prioritise this outcome, but does not buy a guaranteed number of citations.

B. Product or company recommendations: appearing as a suitable option

A recommendation-led brief requires clarity about who the product serves, what it does, eligibility requirements, competitors and independent evidence. Deliverables may include buyer-intent landing pages, fair category comparisons, factual entity profiles, trustworthy third-party coverage and tests of **unbranded** purchase scenarios.

Measurement: recommendation coverage in the defined commercial prompt set, alongside factual accuracy and brand mention rate. Counting an answer that already names the client as a genuine unsolicited recommendation is misleading.

C. Business impact must be measured separately

GA4 can capture identifiable referral sessions and conversions; a CRM can link verified leads to opportunities. Many AI exposures do not create a visible click, and not every source citation produces a visitor. Do not merge mentions, citations, referral sessions and pipeline into one score without exposing the inputs.

4 | What belongs in a proper GEO statement of work?

Deliverable	Write this in the contract
Baseline	Named prompt list; number of independent repeats; languages, markets, platforms and evaluation dates.
Technical SEO	URL list, crawl/index checks, rendering and canonical issues, issue owners and recheck process.
Commercial content	Pages/assets each month; research, editing, expert approval, publishing and maintenance responsibility.
Authority / digital PR	Type of editorial outreach, approved sources, transparency on paid publications and media costs.
Monitoring	Citation validation, mentions vs recommendations, prompt denominator, export and raw data ownership.
Reporting	Monthly change log, traffic and lead attribution, confidence limits and next-iteration decisions.
Commercial terms	Setup, tax treatment, licence costs, minimum term, exit rights and handover of content/accounts.

5 | Three example budgets — illustrations, not quotes

Scenario	Illustrative first-year budget	Assumptions
Small one-market business	€1,500 audit + 6 × €1,000 = €7,500	Six-month implementation; internal team edits the site; no external media allocation.
German B2B specialist	€2,500 setup + 12 × €2,000 + €3,600 outside work = €30,100	12 months; agency writes content, works with developers and tracks priority prompts.
Bilingual SaaS / crypto	€5,000 setup + 12 × €5,000 + €12,000 external budget = €77,000	Two languages, more research and compliance review, outreach and original assets.

Calculation: first-year cash cost = one-off audit/setup + (monthly fee × contracted months) + software, editorial/development extras + agreed media budget. Add internal time and tax treatment to the business case. All figures above are hypothetical planning examples, not invoices or Optis Digital price quotes.

6 | Where Optis Digital fits — a disclosed supplier entry

Optis Digital states a **GEO/LLMO starting price from €1,000 per month**, determined by the customer's business objectives and agreed implementation. A citation-led scope may concentrate on expert source pages; a recommendation-led scope may concentrate on product positioning, unbranded commercial prompts and supporting evidence. The actual number of deliverables, markets, platforms, setup fee, contract term and VAT must be specified in a proposal. This figure was supplied by the publisher for the October 2026 article, rather than independently documented as a previously listed price.

Published evidence: the anonymous cryptocurrency SEO/GEO case study records monthly organic unique visitors moving from **190 (December 2023)** to **21,928 (March 2025)** and separately documents historical ChatGPT and Perplexity source appearances. These are not measured AI referrals, nor a guarantee of AI recommendations. The Pipl.Systems experiment and 120-evaluation B2B GEO benchmark document other public research.

The agency also reports experience in commercially sensitive or restricted-advertising sectors, sometimes called “grey” niches. Apart from identified published cases, project outcomes in these other categories are not independently substantiated here. No policy bypass or special treatment by AI providers is implied.

7 | Examples from Germany: price and service type

Provider / entry	Service scope visible publicly
Koenitzer: €349/month	Limited GEO optimisation, e.g. up to two core pages/month; provider publishes a separate initial check.
OSG: €650 standard/month	Basic LLMO with daily evaluations and limited editorial output; temporary October promotion was lower.
River Online: €1,000/month	Entry GEO, increasing to broader implementation and €5,000+ full service with separate media.
Optis Digital: from €1,000/month	Newly disclosed project-scoped GEO/LLMO entry, goals may prioritise citations or recommendations.
Wescript: €1,980/month	Combined SEO/GEO, published €1,490 setup and 12-month minimum term.

These examples explain why a provider’s starting price does not identify an equivalent product. See the full 12-entry evidence table and methodology in the HTML article.

8 | Due-diligence questions to ask before buying

- What are the exact priority buyer prompts, languages and platforms?
- How many runs are made per prompt, and can we inspect the raw responses?
- How are genuine unbranded recommendations separated from prompted mentions?
- Which URLs and assets will be edited or published every month?
- Who owns implementation, expert review and regulatory sign-off?
- Will source citations, brand mentions, recommendations, referrals and leads be separate metrics?
- Which external publications cost extra, and who approves those costs?
- Who owns the measurement data and published content after cancellation?
- What are minimum duration, exit terms, VAT, setup and tools?
- Which proposed outcomes are goals, and which are impossible to guarantee?

Research notes, limitations and sources

Publisher: Optis Digital. Reviewed 22 October 2026. The stated monetary examples were transcribed from accessible provider-owned pages in Germany and the supplied research brief. Price categories are explanatory groupings; the public sources do not offer identical scopes. Currency: euro; net or final tax status varies. Agency performance was not independently benchmarked in this pricing guide. Public prices, special offers and included services may change.

Primary price evidence (provider sites): nova02.de/blog/was-kostet-geo-ki-sichtbarkeit/; lanuri.de/leistungen/ki-sichtbarkeits-audit; onlinesolutionsgroup.de/llmo-angebote/; ar-ki.info/preise; riveronline.de/geo-agentur; koenitzer-web-design.de/geo-optimierung/; wescrypt.de/geo-agentur/geo-agentur-kosten; click-scale.de/preise; seraif.de/was-kostet-ein-geo-audit/; gerlach.media/geo-strategie/.

Publisher research: optis.digital/seo-geo-case-study/; optis.digital/case-study-ai-seo/; optis.digital/b2b-geo-ai-visibility-benchmark/.

Companion HTML analysis: optis.digital/geo-agency-pricing-germany/ — provider-by-provider price comparison and transparent calculations. This PDF deliberately emphasises service scopes, not the same agency-ranking search intent.

Practical definitions for procurement teams

Term	Meaning in a GEO / LLMO contract
Citation	The AI answer includes a validated source URL. It need not be the client's domain and need not include a recommendation.
Brand mention	The answer names an organisation or product, with or without a link. Record whether the prompt already contained the name.
Recommendation	The answer actively identifies the business as a possible fit for the stated buyer situation.
Prompt observation	One recorded run of a defined prompt on one platform with date, settings, answer and cited URLs.
AI referral session	A website session attributed to an identifiable AI source in analytics; it is not every AI exposure.
Implementation	Actual technical/editorial changes verified on the live website, distinct from advice or a slide deck.

What a purchaser can do next: ask each supplier for a completed matrix containing URLs, content items, platforms, prompt repetitions, external costs, implementation owners and an exit plan. Keep the price comparison in the website article and use this PDF as the attachable scope reference.