



**THE
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AN ROI CORRIDOR

TERMS LIST

- AEO** — Answer Engine Optimization - Optimize content to be cited as the best AI-generated answer in tools like ChatGPT, Perplexity, and Google AI Overviews.
- AIO** — Artificial Intelligence Optimization - Optimizing content and workflows using AI tools to improve efficiency, rankings, and results.
- AOV** — Average Order Value - The average dollar amount spent per order.
- CAC** — Customer Acquisition Cost - Total cost to acquire a new customer.
- CMS** — Content Management System - Platform to build and manage websites (e.g., WordPress).
- CPA** — Cost Per Acquisition - The cost to acquire one conversion or customer.
- CPC** — Cost-Per-Click - The price you pay for each click on your ad.
- CPL** — Cost-Per-Lead - How much you pay to acquire each lead.
- CPM** — Cost Per Mille - The cost you pay per 1,000 ad impressions.
- CRM** — Customer Relationship Management - Software to track leads/customers.
- CRO** — Conversion Rate Optimization - Improving how well your site turns visits into sales or leads.
- CTA** — Call To Action - What you ask the user to do next (e.g., “Book Now”).
- CTOR** — Click-to-Open Rate - % of email openers who clicked a link inside.
- CTR** — Click-Through Rate - % of people who clicked after seeing your link or ad.
- DM** — Direct Message - One-to-one message on social platforms.
- E-E-A-T** — Experience, Expertise, Authoritativeness, Trust: Signals Google and AI engines use to evaluate content quality and citation eligibility.
- GA4** — Google Analytics 4 - Free website performance and user tracking tool (replaced Universal Analytics in 2023).
- GBP** — Google Business Profile - Free listing that helps you show up in local search.
- GEO** — Generative Engine Optimization - Optimize your brand to appear inside AI-generated search experiences.
- GSC** — Google Search Console - Shows how your site performs in Google search.
- ICP** — Ideal Customer Profile - A defined profile of your best-fit customer.
- KPI** — Key Performance Indicator - The metrics that matter most to business success.
- LCP** — Largest Contentful Paint - How quickly your main content loads (Core Web Vital).
- LLMO** — Large Language Model Optimization - Optimizing content to be surfaced and cited by LLMs (ChatGPT, Claude, Gemini, Perplexity).
- LTV / CLV** — (Customer) Lifetime Value - Total revenue expected from a customer over time.



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MLQ / SQL — Marketing-Qualified / Sales-Qualified Leads - Leads ready for nurturing vs. ready to buy.

NAP — Name, Address, Phone - Must stay consistent for strong local SEO.

OR — Open Rate - % of recipients who open your email.

PPC — Pay-Per-Click - You pay only when someone clicks your ad.

RAG — Retrieval-Augmented Generation - How AI models pull live external data to ground answers in real-time information.

ROAS — Return on Ad Spend - Revenue earned for every dollar spent on ads.

ROI — Return on Investment - How much profit you get back from your spend.

SEM — Search Engine Marketing - Paid ads in search engines like Google/Bing.

SEO — Search Engine Optimization - Improve visibility in organic search results.

SERP — Search Engine Results Page - The page of results after a search query.

SGE — Search Generative Experience - Google's AI-generated answers (AI Overviews) shown directly in search results.

SMM — Social Media Marketing - Promoting your business via social platforms.

TL;DR — Too Long; Didn't Read - An ultra-brief summary of key points so readers get the gist fast.

UGC — User-Generated Content - Customer-created reviews, photos, videos.

UV — Unique Visitors - The number of different people who visit your site.

UX — User Experience - How easy and enjoyable your website is to use.

Zero-Click Search — When users get their answer directly in the SERP or AI Overview without clicking through to a site.