

Marketing

Acronyms

Search & AI

- SEO – Search Engine Optimization → Rank higher in Google.
- AEO – Answer Engine Optimization → Show up in AI + voice answers.
- GEO – Generative Engine Optimization → Get cited in AI Overviews.
- AIO – AI Overview → Google's AI summary box at the top of results.

Business Terms

- SMB – Small and Medium-Sized Businesses → Most of our clients.
- KPI – Key Performance Indicator → Your marketing scorecard.
- ROAS – Return on Ad Spend → Revenue earned vs. ad dollars spent.

Performance & Ads

- CTR – Click-Through Rate → % of people who click after seeing.
- CRO – Conversion Rate Optimization → Boosting the % who take action.
- PPC – Pay-Per-Click → Ads you only pay for when clicked.

Experience

- UX – User Experience → How easy and enjoyable your website feels.

Still lost in the lingo?

Don't worry — the Pepper Playbook keeps things spicy, not complicated.