

The Recruitment Marketing Quick-Reference Glossary

Term	What it means	Why recruitment agencies should care
AEO	Answer Engine Optimisation. Creating content that gives clear answers for AI tools, voice search and answer-style search results.	Helps your agency show up when people search for direct answers to hiring, recruitment or marketing questions.
Backlink	A link from another website to yours.	Backlinks can help build website authority, especially from industry publications, awards, partners or guest content.
CMS	Content Management System. The platform used to manage your website.	This is where your team updates blogs, service pages, job pages and landing pages.
CPC	Cost Per Click. The amount you pay when someone clicks on your ad.	Useful for understanding how much it costs to drive traffic from Google, LinkedIn or paid social campaigns.
CPA	Cost Per Acquisition. The cost of generating a specific result, such as a lead, enquiry, application or booked call.	Helps you understand whether paid activity is actually delivering value.
CPM	Cost Per Mille. The cost of showing an ad 1,000 times.	Useful for brand awareness campaigns where visibility matters more than immediate clicks.
CRM	Customer Relationship Management. A system for managing clients, candidates, prospects and communication history.	Helps track BD activity, lead sources, client relationships and follow-up.
CRO	Conversion Rate Optimisation. Improving a page or journey so more people take action.	Helps turn more website visitors into enquiries, applicants, downloads or booked calls.
CTA	Call To Action. The instruction that tells someone what to do next.	Examples include "Book a call," "Download the guide," "View our vacancies" or "Speak to our team."
CTR	Click-Through Rate. The percentage of people who click after seeing an ad, email or search result.	Helps measure whether your message, subject line, creative or offer is getting attention.

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EDM	Electronic Direct Mail. Usually an email campaign sent to a database.	Could be a client newsletter, candidate update, salary guide promotion, event invite or nurture email.
EVP	Employee Value Proposition. The reason someone should want to work for a business.	Important for attracting candidates, improving employer brand and supporting internal hiring.
GA4	Google Analytics 4. Google's website analytics platform.	Helps track website traffic, form submissions, downloads, job applications and campaign performance.
GEO	Generative Engine Optimisation. Improving how your brand appears in AI-generated answers.	Helps your recruitment agency become clearer and more visible in AI-led search experiences.
GSC	Google Search Console. A tool that shows how your website performs in Google Search.	Helps you understand what people search before finding your site.
Impressions	The number of times your content, ad or search result is shown.	Useful for measuring visibility, but it does not mean someone clicked or engaged.
Keyword	A word or phrase someone searches online.	Examples include "finance recruitment agency London" or "recruitment marketing services."
Landing Page	A focused webpage built for a specific campaign, offer or action.	Useful for salary guides, events, paid ads, niche hiring campaigns and downloadable resources.
Lead Magnet	A useful resource offered in exchange for someone's details.	Examples include guides, templates, salary reports, checklists or market updates.
LLMO	Large Language Model Optimisation. Improving how your business is understood by AI tools.	Similar to GEO and AEO, it focuses on clear, credible content that AI tools can understand.
MQL	Marketing Qualified Lead. Someone who has engaged with your marketing and may be worth follow-up.	Could be someone who downloads a guide, opens several emails or visits key service pages.
PPC	Pay-Per-Click advertising. Paid ads where you usually pay when someone clicks.	Used for Google Ads, LinkedIn Ads and paid campaigns promoting services, jobs or resources.

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ROAS	Return On Ad Spend. Revenue generated compared with advertising spend.	Helps show whether paid campaigns are commercially worth it.
SEO	Search Engine Optimisation. Improving your website so people can find it through search engines.	Helps clients and candidates find your agency when searching for relevant services, sectors or locations.
SERP	Search Engine Results Page. The page someone sees after searching on Google or another search engine.	This is where your agency wants to appear for valuable searches.
SQL	Sales Qualified Lead. A lead that is ready for direct sales follow-up.	Could be someone who requests a call, submits a brief or asks about your services.
Thought Leadership	Content that shares expertise, insight or a clear point of view.	Helps your agency build trust and become known for market knowledge.
UTM	Tracking code added to a link to show where traffic came from.	Helps track whether enquiries came from LinkedIn, email, paid ads or other campaigns.
UX	User Experience. How easy and useful your website or digital journey is.	If people cannot find what they need or contact you easily, your website is losing leads.

You do not need to know every acronym to run good marketing.
You just need to know which ones matter, what they tell you and what to do next.

Need help making sense of your recruitment marketing?

Prominence works with recruitment agencies to turn confusing marketing activity into clear strategy, better content, stronger campaigns and more useful reporting.
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Make sense of my marketing.