



The Recruitment Marketing *Dictionary*

Plain-English definitions for the marketing terms everyone keeps pretending they understand.

Marketing is full of acronyms.

Some are useful. Some are confusing.
Some sound like someone fell asleep on their keyboard.

EDM. SEO. AEO. GEO. CTR. CPC. CPM. CRM. GA4. PPC.

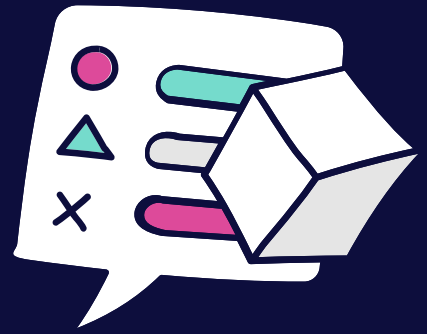
This guide explains the marketing terms recruitment agencies are most likely to come across when working on their website, content, email marketing, paid ads, social media and lead generation.

No overcomplicated definitions.
No making you feel silly for asking what something means.

Just clear explanations, with examples of how each term applies to recruitment agencies.

**Good marketing
should not need
a translator.**

How to use this **guide**



You do not need to read this guide from start to finish like a novel. Nobody is emotionally invested in the plot twist of CPC.

Use it as a quick reference when a marketing term appears in a meeting, report, proposal or dashboard and you want to know what it actually means.

Each term includes:

- What it means
- Why it matters
- How it applies to recruitment agencies

Some terms relate to your website and SEO. Some are used in paid advertising, email marketing, social media, analytics or lead generation. Others are linked to newer search behaviour, including AI search and answer engines.

The main thing to remember is this: marketing terms only matter if they help you make better decisions.

If a metric, acronym or report does not help you understand what is working, what needs improving or where your leads are coming from, it is probably just noise in a nice dashboard.

Do not let acronyms make marketing feel more complicated than it needs to be. The **useful bit is what the data tells you to do next.**

Website, SEO and search terms

SEO

Search Engine Optimisation

SEO is the process of improving your website so search engines can understand it, and so people can find your pages when they search for relevant topics. Google describes SEO as helping search engines understand your content and helping users find your site through search.

For a recruitment agency, SEO might mean improving service pages, writing useful blogs, optimising job pages, creating location pages or making sure your website appears when someone searches for terms such as “finance recruitment agency in London” or “marketing recruitment agency Manchester.”

Keyword

A keyword is the word or phrase someone types into a search engine.

Examples for recruitment agencies might include “technology recruitment agency,” “executive search firm,” “recruitment marketing services,” or “how to hire senior finance candidates.”

Good SEO is not about stuffing keywords everywhere like it is 2008. It is about understanding what your audience is searching for and creating useful content around it.

Meta Title

A meta title is the clickable title that usually appears in search results.

It helps search engines and users understand what a page is about. **For example: Recruitment Marketing Services for Agencies | Prominence**

Meta description

A meta description is the short summary that can appear under a search result. It does not directly sell the whole page, but it should give people a reason to click.

Alt text

Alt text is a written description added to an image on your website. It helps with accessibility and gives search engines more context about the image.

For example, instead of “image123.jpg,” a better description would be “Recruitment agency website homepage design.”

Backlink

A backlink is a link from another website to yours.

Search engines can use backlinks as signals of trust and authority.

For recruitment agencies, backlinks might come from awards websites, industry publications, podcasts, partner pages, guest blogs or client features.

Local SEO

Local SEO is about helping your business appear in location-based searches.

For a recruitment agency, this might include optimising your Google Business Profile, creating location pages and building content around the sectors and regions you serve.

SEO is not just about getting more traffic. It is about getting found by the right people.

AI SEARCH TERMS:

AEO, GEO and LLMO

AEO

Answer Engine Optimisation

AEO is about creating content that can be easily understood and used by answer engines, including AI-powered search tools, voice assistants and platforms that provide direct answers rather than just a list of links. Industry definitions vary slightly, but the core idea is making your content clear, trusted and easy to extract as an answer.

For a recruitment agency, AEO might mean creating useful FAQ sections, clear service pages, comparison content, salary guides, hiring advice and expert-led answers to common client questions.

Example:

Instead of writing a vague blog called Hiring Tips, write a clear piece answering: **How long should it take to hire a senior finance candidate in London?**

GEO

Generative Engine Optimisation

GEO stands for Generative Engine Optimisation. It is about helping your brand appear accurately in AI-generated answers from tools such as Google AI Overviews, ChatGPT, Gemini and similar platforms. Ahrefs describes GEO as being about getting your brand noticed and accurately represented in AI-generated answers.

For recruitment agencies, GEO is still an emerging area, but the direction is clear. Your content needs to be specific, credible and useful enough for AI tools to understand who you help, what you specialise in and what expertise you bring.

LLMO

Large Language Model Optimisation

LLMO is another term used for improving how your business appears in large language model outputs. You may see GEO, AEO and LLMO used in similar conversations.

Ahrefs notes that GEO, AEO and LLMO are often used to describe closely related ideas around visibility in AI-generated search and answer experiences.

For recruitment agencies, the practical takeaway is simple: create content that clearly explains your niche, expertise, services, locations, results and point of view.

AI Overview

An AI Overview is an AI-generated summary that appears in some Google search results.

If your content is clear, well-structured and authoritative, it may have a better chance of being referenced by AI-led search experiences.

No one can guarantee this, so please run away from anyone who promises “position one in ChatGPT by Friday.”

AI search does not remove the need for good content. It makes clear, specific and useful content even more important. Annoying for the waffle merchants, excellent for everyone else.

Paid Advertising **terms**

PPC

Pay-Per-Click

PPC is a type of advertising where you usually pay when someone clicks your ad.

Recruitment agencies might use PPC through Google Ads, LinkedIn Ads or social advertising to promote services, jobs, events, salary guides, webinars or downloadable resources.

CPC

Cost Per Click

CPC is the amount you pay when someone clicks on your ad. Google Ads uses CPC in bidding and reporting, and paid media platforms use it to help advertisers understand click costs.

For recruitment agencies, CPC helps you understand how expensive it is to drive someone from an ad to your website, job page, landing page or lead magnet.

PPC

Click-Through Rate

CTR shows the percentage of people who clicked after seeing something. It is commonly calculated as clicks divided by impressions, multiplied by 100.

For example, if 1,000 people saw your ad and 50 clicked, your CTR would be 5 percent. A low CTR can mean the message, audience, creative or offer is not quite working.

CPM

Cost Per Mille

CPM means cost per 1,000 impressions. It tells you how much you are paying for your ad to be shown 1,000 times.

CPM is often used in awareness campaigns where visibility matters more than immediate clicks. For recruitment agencies, CPM can be useful when promoting employer brand campaigns, brand awareness activity or event visibility.

CPA

Cost Per Acquisition

CPA tells you how much it costs to generate a specific result, such as a lead, application, enquiry or booked call.

For example, if you spend £500 and generate 10 enquiries, your CPA is £50.

ROAS

Return On Ad Spend

ROAS measures how much revenue you generate from your advertising spend. For example, if you spend £1,000 on ads and generate £5,000 in revenue, your ROAS is 5:1.

This can be harder for recruitment agencies to track perfectly because deals may take time, but it is still useful when connected properly to your CRM.

Impression

An impression is counted when your ad, post or search result is shown. It does not mean someone clicked, read or cared. It just means they had the chance to see it. A painful but important distinction.

Clicks are useful. Leads are better.
Revenue is where it gets interesting.

Email Marketing **terms**

EDM

Electronic Direct Mail

EDM usually means an email marketing campaign sent directly to a database. It is often used to describe newsletters, promotional emails, nurture campaigns or client updates. Direct email marketing is used to send targeted messages to people's inboxes and measure actions such as responses and clicks.

For recruitment agencies, an EDM might be a monthly client newsletter, a candidate update, a salary guide promotion, a job alert or an event invitation.

Open rate

Open rate is the percentage of recipients who open your email. It can help you understand whether your subject line, audience and timing are working. However, open rates are not perfect because privacy settings can affect tracking.

Click rate

Click rate shows how many people clicked a link in your email. This is often more useful than open rate because it shows a stronger action. Someone opened the email and cared enough to click.

Bounce rate

In email marketing, bounce rate shows how many emails could not be delivered. A hard bounce usually means the email address is invalid. A soft bounce might be temporary, such as a full inbox or server issue.

Deliverability

Deliverability is about whether your emails actually reach inboxes rather than getting blocked or landing in spam.

Good deliverability depends on things like list quality, sender reputation, authentication, engagement and avoiding spammy behaviour.

CRM

Customer Relationship Management

A CRM is a system used to manage contacts, companies, leads, clients, opportunities and communication history.

For recruitment agencies, a CRM can help track prospects, clients, candidates, BD activity, email engagement and lead sources.

Segmentation

Segmentation means splitting your database into smaller groups based on shared characteristics.

For example, you might segment by clients, candidates, lapsed clients, sector, location, job title, seniority or service interest.

Marketing automation

Marketing automation uses software to send messages or trigger actions based on behaviour.

For example, when someone downloads a salary guide, they might automatically receive a follow-up email sequence.

A good email strategy is not “send everything to everyone and hope for the best.” Segment your audience. Future you will be grateful.

Website, content and conversion terms

CTA

Call To Action

A CTA tells the reader what to do next. Examples include:

- **Book a call**
- **Download the guide**
- **Speak to our team**
- **View our vacancies**
- **Request a salary benchmark**

If people do not know what action to take, they probably will not take one.

Conversion

A conversion happens when someone takes a desired action.

That could be submitting a form, downloading a guide, applying for a role, booking a call, clicking an email link or requesting more information.

Google Ads defines conversion rate as conversions divided by total ad interactions that can be tracked to a conversion.

Conversion rate

Conversion rate is the percentage of people who take the desired action. For example, if 100 people visit a landing page and 5 fill in the form, the conversion rate is 5 percent.

Landing page

A landing page is a page created for a specific campaign or action.

For example, a recruitment agency might create a landing page for a salary guide, webinar, niche hiring campaign, paid ad campaign or new service.

Lead magnet

A lead magnet is a useful resource people can access in exchange for their details.

Examples include salary guides, hiring checklists, case study templates, market reports, interview guides or recruitment marketing audits.

UX

User Experience

UX is about how easy, clear and helpful it is for someone to use your website or digital content.

If people cannot find what they need, understand what you do or contact you easily, the UX needs work.

CMS

Content Management System

A CMS is the platform used to manage your website content.

Examples include WordPress, Webflow, HubSpot CMS and other website platforms.

Your website should not make people work hard to become a lead.

Social media and content terms

Organic content

Organic content is content you post without paying to promote it.

For recruitment agencies, this might include LinkedIn posts, consultant updates, market insights, case studies, blogs, candidate advice, client tips and team content.

Paid content

Paid content is content you put budget behind, such as LinkedIn Ads, Google Ads, Meta Ads or sponsored posts.

Paid content can help you reach a more specific audience, but it still needs a strong message. Paying to promote weak content just makes weak content travel further. Not ideal.

Engagement

Engagement refers to actions people take on content, such as likes, comments, shares, saves, clicks or reactions.

Engagement can show whether content is resonating, but it should not be the only measure of success.

Reach

Reach is the number of unique people who saw your content. If one person sees your post three times, they usually count as one person reached.

Impressions

Impressions show the total number of times your content was displayed. One person can create multiple impressions if they see the same post more than once.

Thought leadership

Thought leadership is content that shares expertise, insight or a clear point of view.

For recruitment agencies, this might include commentary on hiring trends, candidate behaviour, salary expectations, market movement, leadership hiring, talent shortages or recruitment strategy.

Content pillar

A content pillar is a core theme your content regularly focuses on.

For example, a recruitment agency might have pillars such as market insight, client education, candidate advice, employer brand, case studies and team expertise.

Personal brand

A personal brand is the reputation and visibility of an individual, often built through their content, expertise and online presence.

For recruiters, personal branding can help consultants build trust, stay visible and become known in their niche.

The best recruitment content is not just visible. It is useful, specific and connected to the audience you actually want to reach.

Analytics and reporting terms

GA4

Google Analytics 4

GA4 is Google's analytics platform. It helps you understand how people find and use your website, including traffic sources, page views, events and conversions. For recruitment agencies, GA4 can help track website enquiries, job applications, guide downloads, form submissions and campaign performance.

GSC

Google Search Console

Google Search Console helps website owners understand how their site performs in Google Search. It can show search queries, impressions, clicks, average positions and indexing issues.

UTM

Urchin Tracking Module

UTM tags are tracking parameters added to links so you can see where traffic came from.

For example, if you send a newsletter promoting a salary guide, a UTM can help show that the traffic came from email rather than social media or organic search.

Attribution

Attribution is the process of understanding which marketing activity contributed to a lead, enquiry or sale.

This can be tricky because people rarely see one post, click once and immediately buy. Annoying, but very human.

Source

Source shows where website traffic or leads came from. Examples might include Google, LinkedIn, email, direct traffic, referral websites or paid campaigns.

Direct traffic

Direct traffic usually means someone came to your website by typing in your URL, using a bookmark or arriving through a source that could not be tracked clearly. It can be useful, but it can also hide messy tracking.

Referral traffic

Referral traffic comes from another website linking to yours. For example, if someone clicks from an industry article, partner website or awards page to your recruitment agency site, that is referral traffic.

MQL

Marketing Qualified Lead

An MQL is a lead that has shown marketing engagement and may be worth sales follow-up.

For example, someone who downloads a hiring guide, visits key service pages and opens several emails might be considered an MQL.

SQL

Sales Qualified Lead

An SQL is a lead that has been reviewed and is ready for direct sales activity. For recruitment agencies, this might be a potential client who has requested a call, asked for pricing, submitted a brief or shown clear buying intent.

**Reporting should help you make decisions,
not just decorate a monthly meeting.**

Recruitment Marketing **terms**

Employer brand

Employer brand is how a company is perceived as a place to work. Recruitment agencies may talk about employer brand when helping clients attract candidates or when improving their own agency brand to attract internal talent.

EVP

Employee Value Proposition

An EVP is the reason someone should want to work for a business. It includes things like culture, progression, pay, flexibility, leadership, benefits, purpose and working environment.

Candidate attraction

Candidate attraction is the activity used to get the right candidates interested in a role, employer or opportunity. It can include job adverts, social content, landing pages, recruiter outreach, employer brand content, email campaigns and paid advertising.

Talent pool

A talent pool is a group of candidates who may be relevant for current or future roles. A strong talent pool helps recruiters build relationships before roles become urgent.

Lead generation

Lead generation is the process of attracting and capturing potential clients or candidates. For recruitment agencies, this might include website forms, downloadable guides, paid ads, webinars, events, email campaigns, SEO content or LinkedIn activity.

Demand generation

Demand generation is about building awareness, trust and interest before someone is ready to buy. Lead generation captures interest. Demand generation creates it. You need both.

Nurture campaign

A nurture campaign is a sequence of content or emails designed to build trust over time. For example, someone downloads a case study template and then receives helpful follow-up content about recruitment marketing, website conversion and lead generation.

Retargeting

Retargeting shows ads to people who have already interacted with your business, such as visiting your website or engaging with content. For recruitment agencies, retargeting can help keep your brand visible to people who have already shown interest.

Remarketing

Remarketing is often used in a similar way to retargeting, although some platforms use the terms slightly differently. In plain English, it means re-engaging people who have already interacted with you.

Lookalike audience

A lookalike audience is an advertising audience built to resemble an existing audience. For example, a platform might help you reach people who share similar characteristics with your current website visitors, leads or clients.

The goal is not to know every acronym. The goal is to know which ones actually matter for your recruitment agency's growth.

Quick-reference glossary **table**

Term	Meaning	Recruitment agency example
AEO	Answer Engine Optimisation	Creating clear FAQ-style content that AI and answer tools can understand
Alt text	Description added to an image	Describing an image on a recruitment website for accessibility and SEO
Attribution	Understanding what activity contributed to a lead	Seeing whether a client enquiry came from LinkedIn, SEO or email
Backlink	A link from another website to yours	An industry publication linking to your agency's salary guide
Bounce rate	Emails that could not be delivered	A newsletter not reaching invalid client email addresses
CMS	Content Management System	The platform used to update your recruitment website
CPA	Cost Per Acquisition	The cost to generate one enquiry, lead or application
CPC	Cost Per Click	The amount paid when someone clicks your ad
CPM	Cost per 1,000 impressions	The cost to show a brand awareness ad 1,000 times
CRM	Customer Relationship Management	A system for managing clients, candidates and prospects
CRO	Conversion Rate Optimisation	Improving your website so more visitors submit forms
CTA	Call To Action	"Book a call" or "Download the guide"
CTR	Click-Through Rate	The percentage of people who clicked after seeing your ad or email
EDM	Electronic Direct Mail	A client newsletter or email campaign

Employee Value Proposition	Why someone should want to work for your agency or client	Employee Value Proposition
Google Analytics 4	Tracking website traffic, form submissions and downloads	Google Analytics 4
Generative Engine Optimisation	Helping your brand appear accurately in AI-generated answers	Generative Engine Optimisation
Google Search Console	Reviewing your website's Google search performance	Google Search Console
When content or an ad is shown	Someone seeing your LinkedIn post or Google ad	When content or an ad is shown
Search phrase	"Executive search firm London"	Search phrase
Downloadable resource used to capture leads	A salary guide, hiring checklist or case study template	Downloadable resource used to capture leads
Large Language Model Optimisation	Improving how your business is understood by AI tools	Large Language Model Optimisation
Marketing Qualified Lead	Someone who has engaged with content and may be worth follow-up	Marketing Qualified Lead
Pay-Per-Click advertising	Google Ads or LinkedIn Ads promoting a recruitment service	Pay-Per-Click advertising
Return On Ad Spend	Revenue generated compared with ad spend	Return On Ad Spend
Search Engine Optimisation	Improving your site so clients and candidates can find you	Search Engine Optimisation
Search Engine Results Page	The page shown after someone searches on Google	Search Engine Results Page
Sales Qualified Lead	A lead ready for sales follow-up	Sales Qualified Lead
Link tracking code	Tracking traffic from a newsletter, ad or social post	Link tracking code
User Experience	How easy your website is to use	User Experience

That is where Prominence can **help.**



We work with recruitment agencies to make their marketing clearer, more consistent and more effective, from SEO and website content to email marketing, paid ads, social media, lead generation, content strategy and reporting.

We can help you understand what your marketing activity is doing, which metrics actually matter and where your agency has opportunities to improve.

Think of us as your ready to go marketing team. We have been around for 10 years, supporting recruitment businesses with specialists across all marketing functions, without you needing to hire a full internal team or decode every acronym yourself.

Because let's be honest, you have better things to do than pretend you know what GEO means in another meeting.

**Need help with recruitment marketing
that actually makes sense?**

Prominence can help you turn the jargon into a clear strategy, better content, stronger campaigns and marketing that supports growth.

weareprominence.com 🔍