

THE AI SEARCH DICTIO NARY

AEO, GEO & AI Visibility

Terms Explained in Plain English

368
Key Terms

INCLUDES BONUS MATERIAL

Small Business Owner's Quick-Start Guide

How to get your business found & recommended by AI

A Note on Transparency: Why This Book Exists

Search is shifting - no longer a page of links, but a conversation. People everywhere now turn to ChatGPT, Gemini, Perplexity, and Claude for answers first. If your business doesn't show up there, for many people it simply doesn't exist.

The AI search sector moves fast - new tools, features, and jargon almost every month - and even specialists struggle to keep up. My own work sits at the intersection of technology, psychology, and ethics: how new tools shape what people notice, believe, and trust. The harder something is to understand, the easier it is to be left behind.

This dictionary exists to close that gap - to give you the right words for this new language of AI, AEO, and GEO, so you can navigate it with confidence. It's for anyone making sense of AI search: business owners, marketers, teams, students, and curious readers alike.

There's also a dedicated section for small business owners, who the Princeton GEO study suggests stand to gain the most by moving early and deliberately. Whether you run a local service, lead a global team, or build a personal brand, your work deserves to be found - and this book is one practical step toward that.

This dictionary reflects my own understanding of AI search, compiled with the help of Claude, Perplexity, ChatGPT, and Gemini, with extensive research and cross-referencing for accuracy.

AI search moves quickly, and no single reference is perfect. If you spot an error, please write to us at hello@aisearch.global - we read every message and correct future editions with accurate attributions.

Viveka Mohan Das
AEO Strategist · Founder, AISearch Global · Sydney, Australia

Contents

A Note on Transparency: Why This Book Exists	3
Important Notice: AI Changes Fast	6
How to Use This Dictionary	8
THE DICTIONARY	9
A	10
B	21
C	24
D	35
E	39
F	44
G	46
H	50
I	52
J	55
K	57
L	60
M	65
N	69
O	72
P	74
Q · R · S · T · U · V · W · X · Y · Z	79 – 106
BONUS FOR SMALL BUSINESS OWNERS	107
Get Your Free Instant AEO Score	114
Why We Cite the Princeton GEO Study	120
Trusted Domains	122
Sources & References	124
About Us	125

How to Use This Dictionary

This is not a book to read from cover to cover - it's a reference. Pick it up when you need it, flip to what's relevant, and put it down again.

If you want results first, start at the back - the Bonus for Small Business Owners section has the 20 terms that drive most AEO results, a quick worksheet for your business words, and the Five-Minute AEO Check to show where you stand. Takes under ten minutes.

Or scan the QR code in that section for the free AEO Score Calculator - no email needed, instant A-to-F grade across 20 signals. Use it alongside the Five-Minute Check, or on its own.

Then come back here and look up whatever got flagged - every term has a full definition in the pages that follow, in any order you like. Use the Results & Priorities worksheet at the back to rank what to fix first.

This book is meant to be marked up - grab a highlighter, circle what applies to you, scribble in the margins. There's a dedicated Notes page at the back for anything that doesn't fit.

There's no wrong way to use this book - alphabetically, mid-argument with a consultant, or chasing down a term you heard at a conference. It's designed for all those purposes.

AEO (Answer Engine Optimisation)

The practice of structuring your business information so that AI tools clearly understand your factual data. It focuses on making your business identity, location, and services easily digestible for AI systems, shifting the goal from ranking high on a page to being the trusted source of a direct AI answer.

See also: [GEO](#) · [SEO](#)

AEO Audit

A structured review of your website and online presence to identify what is helping or hurting your visibility in AI-generated answers. A good AEO audit checks your schema markup, content structure, entity clarity, citation presence, and technical accessibility to AI bots.

See also: [AEO Traction Stack](#) · [Prompt Testing](#)

AEO Traction Stack

A four-layer framework for improving AI visibility: (1) Entity Clarity - making sure AI knows exactly who you are; (2) Schema Markup - giving AI machine-readable signals; (3) Answer-Format Content - writing content AI can extract and use; (4) Citation Share & NAP Consistency - building consistent authority signals across the web.

See also: [AEO Audit](#) · [AI Visibility](#) · [AI Visibility Pyramid](#)

Agentic Search

When an AI assistant actively searches, gathers, and synthesises information on your behalf, rather than just answering a single question. Think of it as the AI doing your research for you.

See also: [AI Answer](#) · [Ambient Research](#) · [Retrieval](#) · [Entity Clarity](#) · [Schema Markup](#)

AI Answer

The direct response an AI tool like ChatGPT or Gemini gives when someone asks a question. Instead of showing a list of website links, the AI writes a complete answer itself. For your business, the goal is to be the source that answer is drawn from.

See also: [AI Citation](#) · [AI Overview](#)

... continues through 368 terms, A to Z ...