Boomcycle Digital Marketing Publishes Free Digital Marketing Glossary for AI Search Era

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Boomcycle Digital Marketing, a San Ramon, California digital marketing agency established in 2003, has published a free Digital Marketing Glossary designed to help businesses navigate the vocabulary of search engine optimization, paid search, and AI-driven discovery. The resource, available at boomcycle.com, defines 28 terms across six categories and was built by company founder David Victor as an open educational reference for a field that is changing rapidly.

The glossary organizes definitions into categories that include Search Engine Optimization, Local Search and Google Business Profile, Paid Search and Google Ads, Generative Engine Optimization and AI Search, Web Design and Performance, and Marketing Strategy and Attribution. Terms range from established concepts such as Technical SEO, Link Building, and Conversion Tracking to newer entries including AI Overviews, Semantic Triple, Schema Markup, and llms.txt. The page was published with DefinedTermSet structured data, a format that helps search engines and AI systems interpret the definitions accurately.

The release of the glossary follows an earlier company milestone reported in May 2026, when Boomcycle Digital Marketing documented 43 verified citations in AI search responses across Google AI Overviews and ChatGPT. That achievement, tied to work in Boomcycle Digital Marketing generative engine optimization, underscored a shift in how people find information online as AI systems increasingly answer questions directly rather than simply listing links.

Victor said the terminology surrounding AI search has become a barrier for many business owners trying to understand where their visibility comes from.

"Business owners are being asked to make decisions about AI search and generative engine optimization while the language itself is still being defined," said David Victor, Founder and CEO of Boomcycle Digital Marketing. "The glossary exists to remove that barrier. When a term like AI Overviews or Semantic Triple is explained in plain language, people can have more informed conversations about their own marketing rather than feeling shut out of the discussion."

The decision to publish the resource without cost reflects a broader view about how the industry should respond to change. Victor noted that the same conditions that make AI search difficult to understand also make shared reference material more valuable.

"Open educational resources matter most during periods of transition," Victor said. "The search landscape has moved through several major shifts since 2003, and each one created confusion before it created clarity. A shared vocabulary helps everyone adapt faster, and that benefits the entire field, not only one agency."

Generative engine optimization, sometimes referred to as GEO or LLMO, focuses on structuring and presenting content so that it can appear within AI-generated search responses. The category is among the newest additions to the glossary and reflects the growing role of large language models in everyday search behavior.

Boomcycle Digital Marketing specializes in SEO, local SEO, Google Ads management, intelligent web design, and generative engine optimization for small and mid-market businesses. Operating from its California base since 2003, the agency serves clients across the San Francisco Bay Area, Silicon Valley, the Central Valley, and remote clients throughout the United States.

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Boomcycle Digital Marketing

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