AI in Plain English

Plain definitions for business owners. Free download from theaiblindspot.com/ai-glossary/

AI Agent
An AI agent is software that does not just answer a question - it works toward a goal.

AI Avatar
An AI avatar is a digital version of a person - often a video of a real or generated face that can speak...

AI Overviews
AI Overviews are the short, AI-written answer boxes Google now puts at the top of many searches, right...

AI Policy
An AI policy is a short written set of rules for how your people may - and may not - use AI at work.

AI-Ready Website
An AI-ready website is structured so search engines and AI tools can read it cleanly - clear headings,...

Answer Engine Optimization (AEO)
AEO is the practice of writing a page so that AI answer engines - Google's Overviews, ChatGPT, Perplexity...

AI Assistants (ChatGPT, Claude, Gemini)
AI assistants are the ready-made helper apps - ChatGPT, Claude, Gemini, and others - that sit on top of a...

Automation
Automation is using software to do a task that used to need a person, on a trigger or a schedule, every...

Business Metric / ROI
ROI (return on investment) is simply what you get back compared with what you put in.

Chatbot
A chatbot is a program that holds a text conversation with a person.

Context Window
The context window is how much information an AI model can hold in mind at once - everything you have...

Data Privacy
Data privacy is the set of rules and practices that keep the information you give an AI tool from being...

Done-for-You Implementation
Done-for-you implementation means you do not build or set up the AI yourself - a team designs, installs,...

Generative AI
Generative AI is the kind of AI that creates new content - text, images, code, audio - instead of just...

Guardrails
Guardrails are the rules and limits you build around an AI system so it stays inside the lines - what data...

Hallucination
A hallucination is when an AI states something with total confidence that simply is not true - a wrong...

Large Language Model (LLM)
An LLM is the engine behind modern AI helpers - a program trained on enormous amounts of text that has...

Prompt
A prompt is the instruction you give an AI model - what you want it to do, the context it needs, the...

Retrieval-Augmented Generation (RAG)
RAG is a technique where an AI first looks up the relevant parts of your own documents, then answers based...

Token
A token is a small chunk of text an AI reads and writes - roughly a piece of a word, occasionally a whole...