

18.1 Common Terms

API (Application Programming Interface): A way for two applications to communicate with each other.

Backlink: A link from another website to yours. Important for SEO.

Bounce Rate: Percentage of visitors who leave a website after viewing only one page.

CDN (Content Delivery Network): A network of servers that delivers web content faster by serving it from the nearest location to the user.

Conversion Rate: Percentage of visitors who complete a desired action (purchase, form submission, etc.).

CPC (Cost Per Click): Amount paid each time someone clicks your ad.

CRO (Conversion Rate Optimization): Process of increasing the percentage of website visitors who convert.

CTA (Call to Action): A prompt that encourages users to take a specific action (e.g., "Buy Now", "Sign Up").

CTR (Click-Through Rate): Percentage of people who click on a link compared to how many saw it.

DA (Domain Authority): A score (1-100) predicting how well a website will rank on search engines (Moz metric).

KPI (Key Performance Indicator): A measurable value that indicates how well a business is achieving objectives.

Landing Page: A standalone web page created specifically for a marketing campaign.

MRR (Monthly Recurring Revenue): Predictable revenue that a company expects to receive every month.

PPC (Pay-Per-Click): Online advertising model where advertisers pay each time a user clicks their ad.

ROAS (Return on Ad Spend): Revenue generated for every dollar spent on advertising.

SaaS (Software as a Service): Cloud-based software accessed via subscription.

SEO (Search Engine Optimization): Process of improving website visibility in search engines.

UX (User Experience): Overall experience a person has when using a product or service.

UI (User Interface): Visual elements through which users interact with a product.

APPENDIX: Implementation Guide

A. Document Usage Instructions

For HR/Management:

1. Distribute relevant sections to new hires during onboarding
2. Keep documents updated annually
3. Reference in employee handbook and training materials

For RAG System Implementation:

1. Convert each section into separate PDF files
2. Chunk documents (400-800 characters per chunk)
3. Generate embeddings using OpenAI or similar
4. Index in vector database (FAISS, Pinecone, Weaviate)
5. Include metadata: doc_id, section, department

B. Chunking Strategy

Example Chunk:

json

{

"id": "HR_POLICY_DETAILED_001_sec_1.5.1_chunk_0001",

"doc_id": "HR_POLICY_DETAILED_001",

"section": "Leave Policy - Annual Leave",

"text": "Annual Leave / Paid Time Off (PTO): Entitlement: 20 working days per calendar year.

Accrual: Pro-rated for joining mid-year (1.67 days/month). Application: Submit via HR portal minimum 7 days advance (15 days for international travel). Approval: Manager → HR → Payroll. Carry-forward: Maximum 5 days to next year (expires June 30). Encashment: Allowed at resignation/termination as per labor law.",

"metadata": {

"language": "en",

"region": "PK,US",

```
"department": "All",  
"doc_type": "policy",  
"keywords": ["leave", "annual leave", "PTO", "vacation", "carry-forward", "encashment"]  
}  
}
```

C. RAG Prompt Template

SYSTEM PROMPT:

You are an HR and company information assistant for Unisoftwares Pakistan. Answer employee questions using ONLY the provided context documents. Always cite your sources using the document ID and section name.

Rules:

1. Be concise and accurate
2. If information is not in the documents, say "I don't have that information in the company documents. Please contact HR at hr@unissoftwares.pk"
3. Always cite sources like this: (Source: HR_Policy_Detailed.pdf, Section 1.5.1)
4. Use a friendly, professional tone
5. For policy questions, provide the policy AND explain practical application

USER QUERY: {user_question}

RETRIEVED CONTEXT:

{retrieved_chunks}

ANSWER:

D. Sample JSONL for Vector Database

jsonl

{"id": "HR_001_0001", "doc_id": "HR_POLICY_DETAILED_001", "section": "Probation Period", "text": "Duration: 90 days (3 months) for all new hires unless otherwise specified in offer letter. Purpose: Assess performance, cultural fit, and skill alignment. Review: Mid-probation check (45 days) and final review (85-90 days). Confirmation: Subject to satisfactory performance review by line manager and HR approval.", "embedding": [0.123, 0.456, ...]}

{"id": "HR_001_0002", "doc_id": "HR_POLICY_DETAILED_001", "section": "Work Hours", "text": "Office Hours: 9:00 AM – 6:00 PM (Monday to Friday). Break: 1 hour unpaid lunch break (typically 1:00 PM – 2:00 PM). Weekly Hours: 40 hours. Weekend: Saturday and Sunday off (5-day work week).", "embedding": [0.234, 0.567, ...]}

{"id": "HR_001_0003", "doc_id": "HR_POLICY_DETAILED_001", "section": "Remote Work", "text": "Hybrid Model: 2-3 days office, 2-3 days remote (team-dependent). Fully Remote: Allowed for roles like content writing, SEO specialists, developers (with approval). Requirements: Stable internet connection (minimum 10 Mbps), Dedicated workspace, Availability during core hours (11 AM – 4 PM PKT), Daily check-in on Slack/Teams.", "embedding": [0.345, 0.678, ...]}

19. Training_Development_Programs.pdf

[DOC_ID]: TRAINING_019

19.1 Mandatory Training (All Employees)

19.1.1 Onboarding Training (Week 1)

Duration: 8 hours (Day 1-2)

Modules:

- Company overview and values (1 hour)
- HR policies and benefits (2 hours)
- Information security basics (2 hours)
- Anti-harassment and workplace conduct (1 hour)
- Tools and systems orientation (2 hours)

Assessment: Quiz at end (80% passing score)

19.1.2 Annual Compliance Training

Modules (completed annually):

- Data privacy and GDPR refresher (1 hour)

- Cybersecurity awareness (1 hour)
- Workplace safety and emergency procedures (30 min)
- Anti-harassment refresher (30 min)

Completion Deadline: Within 30 days of reminder email

19.2 Role-Specific Training

19.2.1 Developer Training Path

Junior Developer Onboarding (Month 1-2):

- Git and version control best practices (4 hours)
- Code review standards (2 hours)
- Testing and QA processes (4 hours)
- Agile methodology and sprint participation (2 hours)
- Company coding standards document review

Intermediate Skills (Ongoing):

- Advanced JavaScript/React patterns (8 hours)
- Backend architecture and APIs (8 hours)
- Database design and optimization (6 hours)
- DevOps fundamentals (4 hours)

Advanced Skills (Senior Path):

- System design and architecture (12 hours)
- Performance optimization (8 hours)
- Security best practices (8 hours)
- Team leadership and mentoring (6 hours)

19.2.2 Marketing Training Path

SEO Specialist Onboarding (Month 1):

- Unisoftwares SEO methodology (4 hours)
- Tools training (Ahrefs, SEMrush, Screaming Frog) (6 hours)

- Client reporting standards (2 hours)
- Link building outreach templates (2 hours)

Advanced SEO (6-12 months):

- Technical SEO deep dive (8 hours)
- Enterprise SEO strategies (6 hours)
- International SEO (4 hours)
- E-commerce SEO specialization (6 hours)

Content Writer Onboarding (Week 1-2):

- Brand voice and style guide (2 hours)
- SEO writing best practices (4 hours)
- Content management systems (WordPress, CMS) (2 hours)
- Research and fact-checking (2 hours)

19.2.3 Sales Training Path

Sales Executive Onboarding (Week 1-2):

- Product and service knowledge (8 hours)
- Sales methodology and process (4 hours)
- CRM system training (HubSpot/Salesforce) (4 hours)
- Objection handling role-play (4 hours)
- Discovery call best practices (2 hours)

Advanced Sales Skills (Ongoing):

- Consultative selling techniques (6 hours)
- Negotiation masterclass (8 hours)
- Account-based marketing (ABM) (4 hours)
- Client retention strategies (4 hours)

19.3 Soft Skills Training

19.3.1 Communication Skills

Effective Written Communication (4 hours):

- Email etiquette and professional writing
- Clear and concise messaging
- Cross-cultural communication (Pakistan-USA)

Presentation Skills (6 hours):

- Structuring presentations
- Visual design basics (slides)
- Public speaking techniques
- Handling Q&A

19.3.2 Time Management & Productivity

Getting Things Done (4 hours):

- Prioritization frameworks (Eisenhower matrix)
- Task batching and deep work
- Calendar management
- Avoiding burnout

19.3.3 Leadership Development

Emerging Leaders Program (For Team Leads, Senior Staff):

- Leadership styles and situational leadership (6 hours)
- Giving and receiving feedback (4 hours)
- Conflict resolution (4 hours)
- Delegating effectively (3 hours)
- Performance management (4 hours)

19.4 Technical Certifications (Subsidized)

19.4.1 Development Certifications

- AWS Certified Solutions Architect: PKR 50,000 subsidy
- Google Cloud Professional Developer: PKR 40,000 subsidy

- MongoDB Certified Developer: PKR 30,000 subsidy
- Microsoft Azure Developer: PKR 40,000 subsidy

Requirement: Pass exam, stay with company 12 months post-certification

19.4.2 Marketing Certifications

- Google Analytics Certification: Free (company encourages)
- HubSpot Inbound Marketing: Free
- Facebook Blueprint Certification: Free
- SEMrush SEO Toolkit Course: PKR 20,000 subsidy
- Google Ads Certification: Free (required for PPC specialists)

19.4.3 Project Management Certifications

- PMP (Project Management Professional): PKR 80,000 subsidy
- Certified Scrum Master (CSM): PKR 40,000 subsidy
- PRINCE2 Foundation: PKR 30,000 subsidy

19.5 Learning & Development Budget

Annual L&D Budget Per Employee:

- Junior Staff: PKR 30,000/year
- Mid-Level Staff: PKR 50,000/year
- Senior Staff: PKR 80,000/year
- Managers: PKR 100,000/year

Eligible Expenses:

- Online courses (Udemy, Coursera, Pluralsight, LinkedIn Learning)
- Certifications and exam fees
- Books (physical or e-books)
- Conference tickets (local or virtual)
- Workshop registrations

Request Process:

1. Submit L&D request form to manager
 2. Manager approval
 3. HR approval (budget check)
 4. Purchase or reimbursement processed
 5. Complete course and share certificate/learning summary
-

19.6 Lunch & Learn Sessions

Monthly Tech Talks (Last Friday, 1:00 PM - 2:00 PM):

- Team members present on topics they're learning
- 30-45 minute presentations + Q&A
- Lunch provided (in-office) or recorded (remote)

Past Topics:

- "Intro to GraphQL and When to Use It"
- "SEO Trends in 2025"
- "Effective A/B Testing Strategies"
- "Understanding Conversion Funnels"
- "React Server Components Deep Dive"

Sign-up: Voluntary presentation sign-up (encouraged for career development)

19.7 Mentorship Program

19.7.1 Onboarding Buddy System

- Every new hire assigned a buddy (peer, same or similar role)
- Buddy helps with cultural integration, answers questions
- Weekly check-ins for first month
- Monthly check-ins for months 2-3

19.7.2 Career Mentorship

- Junior and mid-level employees can request a mentor

- Mentors are senior staff or managers
- Monthly 1-on-1 meetings (30-60 minutes)
- Focus on career goals, skill development, guidance

Application: Submit mentorship request to HR, matched within 2 weeks

19.8 Knowledge Base & Documentation

Internal Wiki (Confluence):

- Process documentation (how to do common tasks)
- Technical documentation (architecture, setup guides)
- Client handoff documents
- Sales playbooks and templates
- FAQ database

Contribution Encouraged:

- Employees can add/edit documentation
 - Quarterly "Documentation Sprint" (team effort to improve wiki)
-

FAQs (Training & Development)

Q1: How much is the learning budget?

A: PKR 30-100K per year depending on your level. Junior: 30K, Mid: 50K, Senior: 80K, Manager: 100K. (Source: Training_Development_Programs.pdf, Section 19.5)

Q2: Does the company pay for certifications?

A: Yes, we subsidize relevant certifications (AWS, Google, HubSpot, etc.) if you stay 12 months post-certification. (Source: Training_Development_Programs.pdf, Section 19.4)

Q3: Are there mentorship opportunities?

A: Yes, we have an onboarding buddy system and formal career mentorship program. Apply through HR. (Source: Training_Development_Programs.pdf, Section 19.7)