

## **17.1 Emergency Contact Information**

### **HR Emergencies:**

- Email: [hr@unisoftwares.pk](mailto:hr@unisoftwares.pk)
- Phone: +92-301-9069539(24/7 HR hotline)

### **IT Security Incidents:**

- Email: [security@unisoftwares.pk](mailto:security@unisoftwares.pk)
- Phone: +92-300-4333458(IT emergency line)

### **Office Emergencies (Fire, Safety):**

- Building Security: +92-301-9069539
- Fire Department: 16
- Police: 15
- Ambulance: 1122 (Pakistan)

### **Client Escalations:**

- Project Issues: [pm-escalation@unisoftwares.pk](mailto:pm-escalation@unisoftwares.pk)
  - Billing Issues: [billing@unisoftwares.pk](mailto:billing@unisoftwares.pk)
  - Urgent Support: [support@unisoftwares.pk](mailto:support@unisoftwares.pk) (4-hour response during business hours)
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## **17.2 Escalation Matrix**

| <b>Issue Type</b> | <b>Level 1</b>  | <b>Level 2</b>         | <b>Level 3</b>          |
|-------------------|-----------------|------------------------|-------------------------|
| Technical Bug     | Developer       | Team Lead              | VP of Engineering       |
| Client Complaint  | Account Manager | Director of Sales      | CEO                     |
| HR Issue          | HR Manager      | VP of Operations       | CEO                     |
| Security Breach   | IT Support      | DevOps Engineer        | VP of Engineering + CEO |
| Payment Dispute   | Finance         | Director of Operations | CEO                     |

### **Response Times:**

- Level 1: Within 4 hours (business hours)

- Level 2: Within 24 hours
  - Level 3: Within 48 hours
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## **18. Glossary\_Industry\_Terms.pdf**

[DOC\_ID]: GLOSSARY\_018

### **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.

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## **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": "# Unisoftwares — Comprehensive RAG Dataset"
```

**\*\*Company\*\*:** Unisoftwares Pakistan

**\*\*Location\*\*:** Lahore, Pakistan | Chicago, USA

**\*\*Industry\*\*:** Digital Marketing, Software Development, SEO, Web/App Development

**\*\*Dataset Version\*\*:** 2.0 (Detailed & Production-Ready)

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## ## 1. HR\_Policy\_Detailed.pdf

**\*\*[DOC\_ID]\*\*:** HR\_POLICY\_DETAILED\_001

**\*\*[Language]\*\*:** English, Urdu (bilingual support)

**\*\*[Company]\*\*:** Unisoftwares Pakistan

**\*\*[Regions]\*\*:** Pakistan (Lahore HQ), USA (Chicago)

**\*\*[Departments]\*\*:** All (Development, Marketing, SEO, Sales, Design, HR, Admin)

### ### 1.1 Purpose & Scope

This comprehensive HR Policy document outlines Unisoftwares Pakistan's employment framework, workplace standards, compensation structure, performance management, employee benefits, and disciplinary procedures. It applies to:

- Full-time employees (permanent staff)
- Part-time employees (contractual basis)
- Freelancers and contractors (project-based)
- Interns and trainees
- Remote workers (Pakistan and international)

**\*\*Policy Owner\*\*:** HR Department, Unisoftwares Pakistan

**\*\*Effective Date\*\*:** January 1, 2025

**\*\*Review Cycle\*\*:** Annual (or as needed)

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### ### 1.2 Employment Terms & Conditions

#### #### 1.2.1 Probation Period

- \*\*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
- \*\*Extension\*\*: Probation may be extended by 30-60 days in case of borderline performance
- \*\*Termination During Probation\*\*: Either party may terminate with 2 weeks notice (or immediate with pay in lieu)

#### #### 1.2.2 Employment Categories

##### **\*\*Full-Time Permanent\*\***

- Standard 40-hour work week
- Entitled to all benefits (health insurance, paid leaves, bonuses)
- Subject to performance reviews and career progression

##### **\*\*Part-Time Contractual\*\***

- 20-30 hours per week
- Pro-rated benefits based on hours worked
- Renewable contracts (3-6 months)

##### **\*\*Freelance/Consultant\*\***

- Project-based engagement
- Invoice-based payment
- No employee benefits unless specified in contract
- Retain flexibility but must meet deliverable deadlines

#### **\*\*Internship (Paid/Unpaid)\*\***

- Duration: 2-6 months
- Learning-focused with mentorship assigned
- Stipend: PKR 15,000 - 30,000/month for paid internships
- Certificate of completion provided

#### **#### 1.2.3 Notice Period**

- **Junior/Mid-level staff**: 30 days written notice
- **Senior staff (Managers, Team Leads)**: 60 days written notice
- **During probation**: 2 weeks notice from either side
- **Payment in lieu of notice**: Allowed at company discretion
- **Garden leave**: May be applied for senior roles during notice period

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#### **### 1.3 Work Hours, Shifts & Remote Work**

##### **#### 1.3.1 Standard Working Hours**

- **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)

#### #### 1.3.2 Flexible Working Hours

- Flexible start time (8:00 AM – 10:00 AM) with manager approval
- Core working hours: 11:00 AM – 4:00 PM (all must be available)
- Must complete minimum 8 hours/day or 40 hours/week

#### #### 1.3.3 Remote & Hybrid Work Policy

- **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
  - Weekly video standup meetings
- **Remote Work Allowance**: PKR 5,000/month for internet & electricity

#### #### 1.3.4 Overtime Policy

- **Eligibility**: Non-exempt employees (hourly staff, junior roles)
- **Rate**: 1.5x hourly rate for hours beyond 40/week
- **Approval**: Must be pre-approved by manager
- **Time-off in lieu (TOIL)**: Alternative to overtime pay (1 hour OT = 1.5 hours TOIL)

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### ## 1.4 Compensation & Salary Structure

#### #### 1.4.1 Salary Components

##### **\*\*Base Salary\*\***

- Fixed monthly gross salary
- Paid on last working day of month via bank transfer
- Pakistan: PKR currency
- USA staff: USD via Wise/Payoneer

##### **\*\*Allowances (Location-Dependent)\*\***

- **Housing Allowance**: 20-30% of base (Pakistan senior staff)
- **Transport Allowance**: PKR 8,000 - 15,000/month
- **Fuel/Car Allowance**: For sales and client-facing roles
- **Internet/Phone**: PKR 3,000 - 5,000/month
- **Meal Allowance**: PKR 5,000/month (if no office lunch provided)

##### **\*\*Performance Bonus\*\***

- Annual performance bonus: 5-20% of annual salary
- Paid in Q1 following fiscal year-end
- Based on individual KPIs + company performance

##### **\*\*Sales Commission\*\***

- Sales Executives: 5-10% of closed deal value
- Account Managers: 3-7% recurring revenue
- Quarterly accelerators for exceeding targets

#### #### 1.4.2 Salary Bands by Role (Pakistan)

## **\*\*Software Development\*\***

- Junior Developer: PKR 60,000 - 100,000
- Mid-level Developer: PKR 120,000 - 200,000
- Senior Developer: PKR 200,000 - 350,000
- Team Lead/Architect: PKR 300,000 - 500,000

## **\*\*Digital Marketing\*\***

- SEO Specialist (Junior): PKR 40,000 - 70,000
- SEO Expert (Senior): PKR 80,000 - 150,000
- Content Writer: PKR 35,000 - 80,000
- Social Media Manager: PKR 50,000 - 120,000
- PPC/Ads Specialist: PKR 60,000 - 140,000

## **\*\*Sales & Business Development\*\***

- Sales Executive: PKR 40,000 - 80,000 + commission
- Account Manager: PKR 80,000 - 150,000 + bonus
- Business Development Manager: PKR 120,000 - 250,000

## **\*\*Design & Creative\*\***

- Graphic Designer: PKR 40,000 - 90,000
- UI/UX Designer: PKR 70,000 - 160,000
- Video Editor: PKR 50,000 - 110,000

## **\*\*E-commerce & Operations\*\***

- E-commerce Manager: PKR 100,000 - 200,000
- Project Manager: PKR 120,000 - 250,000

- Operations Manager: PKR 150,000 - 300,000

**\*\*USA Office (Chicago) - USD Equivalent\*\***

- Junior roles: \$2,500 - \$4,000/month
- Mid-level: \$4,500 - \$7,000/month
- Senior: \$7,500 - \$12,000/month

#### #### 1.4.3 Annual Increments

- Performance-based increment: 10-25% per year
- Market adjustment: 5-10% (cost of living)
- Promotion increment: 15-40% based on role change
- Review cycle: January each year
- Effective: February 1st payroll

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#### ### 1.5 Leave Policy (Comprehensive)

##### #### 1.5.1 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

#### #### 1.5.2 Sick Leave

- \*\*Entitlement\*\*: 12 paid sick days per year
- \*\*Medical Certificate\*\*: Required for absences > 3 consecutive days
- \*\*Notification\*\*: Inform manager + HR within 2 hours of shift start
- \*\*Unused sick days\*\*: Cannot be carried forward or encashed

#### #### 1.5.3 Casual Leave

- \*\*Entitlement\*\*: 8 casual leave days per year
- \*\*Purpose\*\*: Urgent personal matters, family emergencies
- \*\*Notice\*\*: Same-day approval possible (manager discretion)
- \*\*Cannot be clubbed\*\*: With annual leave without prior approval

#### #### 1.5.4 Maternity Leave

- \*\*Entitlement\*\*: 90 days paid maternity leave (as per Pakistan labor law)
- \*\*Eligibility\*\*: Must complete 6 months service
- \*\*Application\*\*: Submit 60 days before expected delivery date
- \*\*Extension\*\*: Additional 30 days unpaid leave available
- \*\*Company top-up\*\*: 100% salary during leave period
- \*\*Resumption\*\*: Flexible return-to-work options (part-time first 30 days)

#### #### 1.5.5 Paternity Leave

- \*\*Entitlement\*\*: 14 days paid paternity leave
- \*\*Application\*\*: Submit 30 days advance
- \*\*Timing\*\*: Must be taken within 60 days of child's birth

#### #### 1.5.6 Bereavement Leave

- \*\*Entitlement\*\*: 5 days paid leave (immediate family: parents, spouse, children, siblings)

- \*\*Extended family\*\*: 3 days paid leave (grandparents, in-laws)
- \*\*No advance notice required\*\*: Inform HR within 24 hours

#### #### 1.5.7 Religious/Hajj/Umrah Leave

- \*\*Hajj Leave\*\*: 45 days (once in service, unpaid or adjusted from annual leave)
- \*\*Umrah\*\*: 15 days (from annual leave quota)
- \*\*Eid/Religious holidays\*\*: As per official public holidays calendar

#### #### 1.5.8 Study Leave

- \*\*Eligibility\*\*: Employees pursuing relevant certifications/degrees
- \*\*Entitlement\*\*: Up to 10 days/year for exams (unpaid or from annual leave)
- \*\*Company-sponsored education\*\*: Special leave provisions apply

#### #### 1.5.9 Unpaid Leave

- \*\*Maximum\*\*: 30 days per year
- \*\*Approval\*\*: Requires VP/Director approval
- \*\*Impact\*\*: Does not count toward service years; benefits may be suspended

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### ## 1.6 Employee Benefits

#### #### 1.6.1 Health Insurance

- \*\*Coverage\*\*: Employee + spouse + 2 children
- \*\*Pakistan\*\*: Medical insurance up to PKR 500,000/year
- \*\*USA\*\*: Full health insurance per Illinois state requirements
- \*\*Waiting period\*\*: Effective after 3 months (post-probation)

- \*\*Claims\*\*: Cashless at network hospitals or reimbursement

#### #### 1.6.2 Provident Fund / Retirement

- \*\*Pakistan\*\*: EOBI contribution (employer + employee as per law)
- \*\*USA\*\*: 401(k) matching up to 3% of salary (after 1 year)

#### #### 1.6.3 Life & Disability Insurance

- \*\*Group Life Insurance\*\*: Coverage of 12 months' salary
- \*\*Disability Coverage\*\*: Long-term disability insurance (USA office)

#### #### 1.6.4 Learning & Development

- \*\*Training Budget\*\*: PKR 30,000 - 100,000/year per employee
- \*\*Courses covered\*\*: Online certifications (Google, HubSpot, AWS, Shopify, etc.)
- \*\*Conferences\*\*: 1-2 per year (company-sponsored if work-related)
- \*\*Books & Subscriptions\*\*: Reimbursement up to PKR 5,000/year

#### #### 1.6.5 Referral Bonus

- \*\*Amount\*\*: PKR 20,000 - 50,000 for successful hires
- \*\*Eligibility\*\*: Employee must stay 90 days
- \*\*Payment\*\*: After referred employee completes probation

#### #### 1.6.6 Performance Bonuses

- \*\*Annual Bonus\*\*: 1-2 months salary (based on company + individual performance)
- \*\*Spot Awards\*\*: PKR 5,000 - 20,000 for exceptional contributions
- \*\*Sales Incentives\*\*: Quarterly targets with accelerators

#### #### 1.6.7 Employee Perks

- **Free Lunch**: Provided in Lahore office (Mon-Fri)
- **Tea/Coffee/Snacks**: Unlimited
- **Gym Membership**: Subsidized (50% company contribution)
- **Transport**: Company van service from major routes (Lahore)
- **Work-from-Home Setup**: One-time PKR 15,000 for home office setup

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### ### 1.7 Performance Management

#### #### 1.7.1 Performance Review Cycle

- **Annual Review**: January (for previous year)
- **Mid-Year Check-in**: July (informal feedback)
- **Probation Reviews**: 45 days and 90 days
- **Quarterly Reviews**: For sales and project-based roles

#### #### 1.7.2 Performance Rating Scale

1. **Exceeds Expectations (5)**: Consistently delivers beyond role requirements
2. **Meets Expectations (4)**: Fully competent, reliable performance
3. **Developing (3)**: Meets most expectations, needs improvement in areas
4. **Below Expectations (2)**: Significant performance gaps
5. **Unsatisfactory (1)**: Fails to meet minimum standards (PIP required)

#### #### 1.7.3 Key Performance Indicators (KPIs)

##### **Software Developers**

- Code quality score (peer review)

- Sprint velocity & on-time delivery
- Bug resolution time
- Technical documentation quality

**\*\*SEO Specialists\*\***

- Organic traffic growth (%)
- Keyword rankings improvement
- Backlink quality & quantity
- Client satisfaction score

**\*\*Content Writers\*\***

- Articles published per month
- SEO optimization score
- Engagement metrics (time on page, shares)
- Revision rate

**\*\*Sales Team\*\***

- Revenue generated vs target
- Lead conversion rate
- Client retention rate
- New client acquisition

#### #### 1.7.4 Performance Improvement Plan (PIP)

- **\*\*Trigger\*\*:** Rating of 2 or below
- **\*\*Duration\*\*:** 30-90 days
- **\*\*Components\*\*:** Specific goals, weekly check-ins, coaching
- **\*\*Outcome\*\*:** Improvement confirmed OR termination

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### ### 1.8 Code of Conduct & Workplace Behavior

#### #### 1.8.1 Professional Standards

- Punctuality and attendance
- Professional dress code (business casual in office)
- Respectful communication (no harassment, discrimination)
- Collaborative teamwork

#### #### 1.8.2 Zero Tolerance Policies

- \*\*Sexual Harassment\*\*: Immediate termination + legal action
- \*\*Discrimination\*\*: Based on gender, religion, ethnicity, disability
- \*\*Theft/Fraud\*\*: Immediate dismissal + police complaint
- \*\*Substance Abuse\*\*: Drugs/alcohol on premises = termination
- \*\*Workplace Violence\*\*: Physical threats or assault

#### #### 1.8.3 Confidentiality & Data Security

- All employees sign NDA upon joining
- Company IP, client data, source code = confidential
- No unauthorized disclosure to competitors
- Breach = immediate termination + legal action

#### #### 1.8.4 Conflict of Interest

- Employees must disclose any outside business activities
- No competing with Unisoftwares during employment

- No accepting bribes or kickbacks from clients/vendors

#### #### 1.8.5 Social Media Guidelines

- Employees may discuss work but must not share confidential info
- Personal opinions ≠ company views (add disclaimer)
- Respectful tone when mentioning company

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#### ### 1.9 Disciplinary Process

##### #### 1.9.1 Progressive Discipline

1. \*\*Verbal Warning\*\*: Documented conversation with manager
2. \*\*Written Warning\*\*: Formal letter placed in HR file
3. \*\*Final Written Warning\*\*: Last chance notice (valid 6-12 months)
4. \*\*Suspension\*\*: Unpaid suspension (1-5 days)
5. \*\*Termination\*\*: Immediate or with notice

##### #### 1.9.2 Immediate Termination (Gross Misconduct)

- Theft, fraud, embezzlement
- Physical violence or threats
- Sexual harassment
- Drug/alcohol use at work
- Breach of confidentiality causing significant harm

##### #### 1.9.3 Grievance Procedure

- \*\*Step 1\*\*: Raise issue with direct manager (within 7 days of incident)

- \*\*Step 2\*\*: Escalate to HR if unresolved (within 14 days)
- \*\*Step 3\*\*: Appeal to Director/VP (final step)
- \*\*Anonymous Reporting\*\*: grievance@unisoftwares.pk

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### ### 1.10 Attendance & Time Tracking

#### #### 1.10.1 Attendance Recording

- \*\*In-office\*\*: Biometric or manual check-in/check-out
- \*\*Remote\*\*: Daily check-in on Slack + time-tracking tool
- \*\*Late arrival\*\*: Grace period of 15 minutes; beyond = late mark
- \*\*Half-day rule\*\*: Arrival after 11:00 AM = half-day deduction

#### #### 1.10.2 Absence Without Leave (AWOL)

- \*\*3 consecutive days\*\* AWOL without notice = job abandonment
- \*\*Automatic resignation\*\* assumed + exit formalities triggered

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### ### FAQs (HR Policy)

\*\*Q1: How many paid leaves do I get?\*\*

A: 20 annual leaves, 12 sick leaves, and 8 casual leaves per year. (Source: HR\_Policy\_Detailed.pdf, Section 1.5)

\*\*Q2: What is the probation period?\*\*

A: 90 days for all roles, with reviews at 45 and 90 days. (Source: HR\_Policy\_Detailed.pdf, Section 1.2.1)

\*\*Q3: When is salary paid?\*\*

A: Last working day of each month via bank transfer. (Source: HR\_Policy\_Detailed.pdf, Section 1.4.1)

\*\*Q4: Do we get health insurance?\*\*

A: Yes, after probation. Coverage for employee + family up to PKR 500K/year. (Source: HR\_Policy\_Detailed.pdf, Section 1.6.1)

\*\*Q5: How much notice is required to resign?\*\*

A: 30 days for junior/mid roles, 60 days for senior roles. (Source: HR\_Policy\_Detailed.pdf, Section 1.2.3)

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## 2. Company\_Overview\_Detailed.pdf

\*\*[DOC\_ID]\*\*: COMPANY\_OVERVIEW\_002

\*\*[Language]\*\*: English

### 2.1 About Unisoftwares Pakistan

\*\*Legal Name\*\*: Unisoftwares (Pvt) Ltd

\*\*Founded\*\*: 2020

\*\*Headquarters\*\*: Lahore, Punjab, Pakistan

\*\*USA Office\*\*: Chicago, Illinois (Sales & Account Management)

**\*\*CEO/Founder\*\*:** [Insert Name]

**\*\*Company Size\*\*:** 50-100 employees

**\*\*Industry\*\*:** Digital Marketing, Software Development, SEO, Web/App Development

**\*\*Tagline\*\*:** \*"We Build. We Grow. We Lead — Together."\*

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### ### 2.2 Vision, Mission & Motto

#### #### Vision

To empower organizations through innovation and technology, creating digital ecosystems that promote trust, engagement, and sustainable success.

#### #### Mission

To offer result-driven, affordable, and scalable digital solutions that effortlessly blend creativity with strategic precision. We focus on bridging the gap between marketing and technology, enabling every business to thrive online.

#### #### Core Values

1. **\*\*Integrity\*\*:** Be honest and transparent in all dealings
2. **\*\*Innovation\*\*:** Push boundaries, adopt new tech
3. **\*\*Client Success\*\*:** Measure our success by client results
4. **\*\*Collaboration\*\*:** Teamwork across departments and geographies
5. **\*\*Continuous Learning\*\*:** Invest in skills and knowledge

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### ### 2.3 Services Offered

#### #### 2.3.1 Digital Marketing Services

- \*\*Search Engine Optimization (SEO)\*\*: On-page, off-page, technical SEO, local SEO
- \*\*Pay-Per-Click Advertising (PPC)\*\*: Google Ads, Meta Ads, LinkedIn Ads
- \*\*Social Media Marketing (SMM)\*\*: Facebook, Instagram, LinkedIn, TikTok campaigns
- \*\*Content Marketing\*\*: Blog writing, whitepapers, case studies, video scripts
- \*\*Email Marketing\*\*: Drip campaigns, newsletters, automation
- \*\*Conversion Rate Optimization (CRO)\*\*: A/B testing, landing page optimization

#### #### 2.3.2 Software Development

- \*\*Custom Software Development\*\*: Bespoke applications for businesses
- \*\*Web Application Development\*\*: SaaS platforms, dashboards, CRM systems
- \*\*Mobile App Development\*\*: iOS, Android, cross-platform (React Native, Flutter)
- \*\*API Development & Integration\*\*: RESTful APIs, third-party integrations
- \*\*MVP Development\*\*: Fast prototyping for startups

#### #### 2.3.3 E-commerce Solutions

- \*\*E-commerce Website Development\*\*: Shopify, WooCommerce, custom stores
- \*\*Marketplace Integration\*\*: Amazon, eBay, Etsy
- \*\*Payment Gateway Integration\*\*: Stripe, PayPal, PayFast, JazzCash, Easypaisa
- \*\*Inventory & Order Management\*\*: Custom systems or integration with existing ERP

#### #### 2.3.4 Web Design & Development

- \*\*Corporate Websites\*\*: Professional business sites
- \*\*Landing Pages\*\*: High-conversion pages for campaigns
- \*\*WordPress Development\*\*: Custom themes, plugin development

- **UI/UX Design**: Wireframing, prototyping, user testing

#### #### 2.3.5 Branding & Graphic Design

- **Logo Design**: Brand identity creation
- **Brand Guidelines**: Style guides, color palettes
- **Marketing Collateral**: Brochures, business cards, banners
- **Social Media Graphics**: Posts, stories, ad creatives

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### ## 2.4 Target Market & Ideal Clients

#### #### Primary Markets

- **Pakistan**: SMBs, startups, e-commerce brands
- **USA**: Chicago-area businesses, remote-friendly companies nationwide
- **Industries**: Retail, professional services, real estate, healthcare, education, SaaS

#### #### Ideal Client Profile

- Revenue: \$100K - \$5M annually
- Pain points: Low online visibility, outdated websites, poor lead generation
- Goals: Increase traffic, generate leads, scale e-commerce sales

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### ## 2.5 Competitive Advantages

1. **Full-Service Agency**: End-to-end solutions (marketing + development)

2. **Cost-Effective**: 40-60% lower cost than Western agencies (Pakistan team)
3. **Proven Results**: Case studies with measurable ROI
4. **Local + Global Expertise**: Pakistan operations, USA market knowledge
5. **Fast Turnaround**: Agile methodology, quick delivery
6. **Client-Centric**: Transparent reporting, regular communication

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### ### 2.6 Office Locations & Contact

#### **\*\*Lahore Office (HQ)\*\***

Address: [Insert full address], Lahore, Punjab, Pakistan

Phone: +92-XXX-XXXXXXX

Email: info@unisoftwares.pk

#### **\*\*Chicago Office\*\***

Address: [Insert address], Chicago, IL, USA

Phone: +1-XXX-XXX-XXXX

Email: us@unisoftwares.pk

**\*\*Website\*\*:** <https://unisoftwares.pk>

**\*\*Support Email\*\*:** support@unisoftwares.pk

**\*\*Sales Inquiries\*\*:** sales@unisoftwares.pk

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### ### FAQs (Company Overview)

**\*\*Q1: What services does Unisoftwares offer?\*\***

A: We offer digital marketing (SEO, PPC, social media), software development, web/app development, e-commerce solutions, and branding. (Source: Company\_Overview\_Detailed.pdf, Section 2.3)

**\*\*Q2: Where are Unisoftwares offices located?\*\***

A: Headquarters in Lahore, Pakistan, and a USA office in Chicago, Illinois. (Source: Company\_Overview\_Detailed.pdf, Section 2.6)

**\*\*Q3: What industries does Unisoftwares serve?\*\***

A: Retail, e-commerce, professional services, real estate, healthcare, education, and SaaS. (Source: Company\_Overview\_Detailed.pdf, Section 2.4)

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**## 3. Employee\_Handbook\_Detailed.pdf**

**\*\*[DOC\_ID]\*\*: EMPLOYEE\_HANDBOOK\_003**

**### 3.1 Welcome to Unisoftwares**

Welcome to the Unisoftwares family! We're thrilled to have you join our team of passionate professionals dedicated to delivering exceptional digital solutions. This handbook will guide you through company culture, policies, benefits, and day-to-day operations.

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**### 3.2 Company Culture**

#### #### 3.2.1 Our Work Environment

- \*\*Collaborative\*\*: Open communication, cross-team projects
- \*\*Innovative\*\*: Embrace new tools, experiment, fail fast
- \*\*Inclusive\*\*: Diverse team, respect for all backgrounds
- \*\*Results-Oriented\*\*: Focus on outcomes, not just hours worked

#### #### 3.2.2 Team Structure

- \*\*Development Team\*\*: Frontend, backend, mobile, QA engineers
- \*\*Marketing Team\*\*: SEO specialists, content writers, PPC experts, social media managers
- \*\*Sales & Business Development\*\*: Account managers, BDMs
- \*\*Design Team\*\*: UI/UX designers, graphic designers, video editors
- \*\*Operations & Support\*\*: Project managers, HR, admin, IT support

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#### ## 3.3 First Day Checklist

##### \*\*HR Orientation\*\* (9:00 AM - 10:30 AM)

- Sign employment contract & NDA
- Submit tax forms, bank details, emergency contacts
- Collect employee ID card
- Receive welcome kit (company swag, handbook)

##### \*\*IT Setup\*\* (10:30 AM - 12:00 PM)

- Laptop/desktop issuance
- Email account setup (yourname@unisoftwares.pk)

- Access to Slack, project management tools
- VPN & security software installation

\*\*Team Introduction\*\* (12:00 PM - 1:00 PM)

- Meet your manager and team
- Office tour (Lahore) or virtual intro (remote)
- Buddy assignment (peer mentor for first 30 days)

\*\*Lunch\*\* (1:00 PM - 2:00 PM)

- Free lunch in office cafeteria or lunch allowance

\*\*Afternoon: Mandatory Training\*\* (2:00 PM - 5:00 PM)

- Information Security training
- Anti-harassment policy
- Company tools overview

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### ### 3.4 Communication Tools & Platforms

#### #### 3.4.1 Internal Communication

- \*\*Slack\*\*: Primary chat tool (channels: #general, #dev, #marketing, #random)
- \*\*Email\*\*: Formal communication, client correspondence
- \*\*Microsoft Teams\*\*: Video calls, team meetings
- \*\*Zoom\*\*: Client meetings, webinars

#### #### 3.4.2 Project Management

- **Jira**: Software development projects (agile boards)
- **Asana/ClickUp**: Marketing campaigns, general projects
- **Monday.com**: Client project tracking

#### #### 3.4.3 Documentation & Knowledge Base

- **Confluence**: Internal wiki, process documentation
- **Google Drive**: Shared files, templates
- **Notion**: Company handbook, meeting notes

---

### ## 3.5 Daily Routine & Rituals

#### #### 3.5.1 Daily Standup (9:15 AM)

- 15-minute team sync (in-person or Slack)
- Share: What you did yesterday, what you'll do today, any blockers

#### #### 3.5.2 Weekly Team Meeting (Monday 10:00 AM)

- Review last week's wins and misses
- Upcoming priorities
- Shoutouts & recognition

#### #### 3.5.3 Monthly All-Hands (First Friday 4:00 PM)

- Company updates from leadership
- Departmental highlights
- New hire introductions
- Q&A session

---

### ### 3.6 Career Development

#### #### 3.6.1 Learning & Development Budget

- \*\*Annual Budget\*\*: PKR 50,000 per employee
- \*\*Eligible Expenses\*\*: Online courses, certifications, books, conferences
- \*\*Process\*\*: Submit request to manager → HR approval → Purchase/reimbursement

#### #### 3.6.2 Certifications Encouraged

##### \*\*For Developers\*\*:

- AWS Certified Solutions Architect
- Google Cloud Professional Developer
- MongoDB Certified Developer

##### \*\*For Marketers\*\*:

- Google Analytics Certification
- HubSpot Inbound Marketing
- Facebook Blueprint Certification
- SEMrush SEO Certification

##### \*\*For Designers\*\*:

- Adobe Certified Professional
- Google UX Design Certificate

#### #### 3.6.3 Internal Knowledge Sharing

- **Lunch & Learn Sessions**: Monthly tech talks (30-45 min)
- **Show & Tell Fridays**: Team members demo projects
- **Book Club**: Quarterly book discussions

#### #### 3.6.4 Career Progression Paths

**Software Developer Track**:

Junior Developer → Mid-level Developer → Senior Developer → Tech Lead → Engineering Manager → Director of Engineering

**Marketing Track**:

Junior Specialist → Specialist → Senior Specialist → Team Lead → Marketing Manager → Head of Marketing

**Design Track**:

Junior Designer → Mid Designer → Senior Designer → Lead Designer → Design Manager

---

#### ### 3.7 Workplace Amenities (Lahore Office)

- **Free Lunch**: Daily (Mon-Fri)
- **Unlimited Tea/Coffee/Snacks**\*
- **Prayer Room**: Separate for men and women
- **Parking**: Free employee parking
- **Transport Service**: Company van from major routes
- **Recreational Area**: Foosball table, PS5, board games
- **Quiet Zone**: Focus rooms for deep work

---

### ### 3.8 Dress Code

#### #### 3.8.1 Office Days

- \*\*Business Casual\*\*: Collared shirts, trousers, modest attire
- \*\*Jeans allowed\*\*: No ripped jeans
- \*\*Footwear\*\*: Closed-toe shoes (no slippers/sandals)
- \*\*Friday Casual\*\*: T-shirts and jeans allowed

#### #### 3.8.2 Client Meetings

- \*\*Formal Business Attire\*\*: Suits, ties (men); formal dress/suit (women)

#### #### 3.8.3 Remote Work

- \*\*Dress code relaxed\*\* but be camera-ready for video calls

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### ## FAQs (Employee Handbook)

\*\*Q1: What tools do we use for communication?\*\*

A: Slack for chat, email for formal, Microsoft Teams/Zoom for meetings. (Source: Employee\_Handbook\_Detailed.pdf, Section 3.4)

\*\*Q2: Do we have a learning budget?\*\*

A: Yes, PKR 50,000/year per employee for courses and certifications. (Source: Employee\_Handbook\_Detailed.pdf, Section 3.6.1)

**\*\*Q3: What is the dress code?\*\***

A: Business casual in office, formal for client meetings, casual on Fridays. (Source: Employee\_Handbook\_Detailed.pdf, Section 3.8)

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**## 4. IT\_Security\_Policy.pdf**

**\*\*[DOC\_ID]\*\*: IT\_SECURITY\_004**

**### 4.1 Purpose**

Protect Unisoftwares' digital assets, client data, and intellectual property from unauthorized access, cyber threats, and data breaches.

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**### 4.2 Device Management**

**#### 4.2.1 Laptop/Desktop Issuance**

- **Company-owned devices**: Dell, HP, Lenovo laptops (Windows or macOS for designers/developers)
- **Specifications**: Minimum i5/Ryzen 5, 8GB RAM, 256GB SSD
- **Ownership**: Device remains company property, must be returned on exit
- **Personal Use**: Limited personal use allowed (no illegal/inappropriate content)

**#### 4.2.2 Mobile Device Management (MDM)**

- All company devices must be enrolled in MDM system
- Remote wipe capability enabled
- Security patches auto-installed
- Lost/stolen device = report immediately to IT

#### #### 4.2.3 BYOD (Bring Your Own Device)

- Allowed with manager approval
- Must install company security apps
- Company data must be in separate work profile
- Company reserves right to wipe corporate data remotely

---

### ## 4.3 Password & Authentication Policy

#### #### 4.3.1 Password Requirements

- \*\*Minimum Length\*\*: 12 characters
- \*\*Complexity\*\*: Mix of uppercase, lowercase, numbers, special characters
- \*\*No Common Passwords\*\*: No "password123", "company123", etc.
- \*\*Password Manager Required\*\*: Use LastPass, 1Password, or Bitwarden

#### #### 4.3.2 Multi-Factor Authentication (MFA)

- \*\*Mandatory\*\* for all corporate accounts:
  - Email (Office 365)
  - Slack
  - AWS/Cloud platforms
  - Project management tools

- CRM systems
- \*\*MFA Methods\*\*: Authenticator app (Google Authenticator, Authy), SMS backup

#### #### 4.3.3 Password Sharing

- \*\*Never share passwords\*\* via email, Slack, or verbal communication
- Use password manager sharing features for team credentials
- Service accounts must use single sign-on (SSO) where possible

#### #### 4.3.4 Password Reset

- Self-service password reset available via MFA
- IT support can reset after identity verification
- Emergency access: Contact IT help desk

---

### ## 4.4 Network & Remote Access

#### #### 4.4.1 VPN (Virtual Private Network)

- \*\*Mandatory\*\* when accessing internal resources from outside office
- VPN software: Cisco AnyConnect or company-provided solution
- Always-on VPN for remote workers
- No split tunneling (all traffic through VPN)

#### #### 4.4.2 Wi-Fi Security

- \*\*Office Wi-Fi\*\*: WPA3 encrypted, password protected
- \*\*Guest Wi-Fi\*\*: Separate network, no access to internal systems
- \*\*Public Wi-Fi\*\*: Use VPN when working from cafes, airports

#### #### 4.4.3 Remote Desktop Access

- Use company-approved remote desktop tools only
- Screen sharing requires approval for sensitive data
- Recording client calls: Obtain consent first

---

### ## 4.5 Data Classification & Handling

#### #### 4.5.1 Data Categories

##### **\*\*Public\*\***

- Marketing materials, published blog posts
- No special handling required

##### **\*\*Internal\*\***

- Company policies, internal memos, project plans
- Share only with employees
- Mark documents "Internal Use Only"

##### **\*\*Confidential\*\***

- Client contracts, financial data, employee records
- Encrypted storage required
- Share on need-to-know basis
- Mark documents "Confidential"

**\*\*Highly Confidential\*\***

- Source code, client passwords, payment data
- Encrypted + access logs
- Extremely restricted access
- Mark documents "Highly Confidential - Restricted"

**#### 4.5.2 Data Storage**

- **Client Data**: Store in designated client folders (Google Drive/SharePoint)
- **Source Code**: GitHub/GitLab (private repositories)
- **Personal Data**: CRM system only (no local spreadsheets)
- **Backups**: Automated daily backups (encrypted)

**#### 4.5.3 Data Transmission**

- **Email**: Use encrypted email for confidential data
- **File Sharing**: Use company-approved tools (Google Drive, Dropbox Business)
- **Large Files**: Use secure file transfer (WeTransfer Pro, Send)
- **Never use**: Personal email, personal Dropbox, WhatsApp for client data

---

**## 4.6 Email & Phishing Security**

**#### 4.6.1 Email Best Practices**

- Check sender address carefully (beware of spoofing)
- Hover over links before clicking
- Don't open suspicious attachments
- Verify unusual requests (especially money transfers) via phone call

#### #### 4.6.2 Phishing Red Flags

- Urgent requests for passwords or payment
- Spelling/grammar errors
- Unexpected attachments or links
- Sender email doesn't match domain

#### #### 4.6.3 Reporting Suspicious Emails

- \*\*Do NOT\*\* click links or reply
- Forward to: security@unisoftwares.pk
- Delete email after reporting
- IT will investigate and alert team if necessary

---

### ### 4.7 Software & Application Security

#### #### 4.7.1 Approved Software

- Only install software from company-approved list
- Request new software via IT ticket
- No pirated/cracked software (legal risk + malware)

#### #### 4.7.2 Software Updates

- \*\*Auto-updates enabled\*\* for OS and critical software
- Patch Tuesday: Install security updates within 7 days
- Browser updates: Keep Chrome/Firefox/Edge up to date

#### **#### 4.7.3 Browser Extensions**

- Minimize browser extensions (security risk)
- Approved extensions: LastPass, Grammarly, Loom
- No unauthorized ad blockers or VPN extensions

---

#### **### 4.8 Incident Response**

##### **#### 4.8.1 Security Incident Reporting**

Report immediately to IT/Security team if you:

- Suspect malware infection
- Click on phishing link
- Lose company device
- Accidentally share confidential data
- Notice unauthorized access to accounts

**\*\*Contact\*\*: security@unisoftwares.pk or call IT emergency line**

##### **#### 4.8.2 Incident Response Process**

1. **Contain**: Disconnect device from network
2. **Report**: Notify IT immediately (within 1 hour)
3. **Investigate**: IT/Security team investigates
4. **Remediate**: Clean/reimage device, reset passwords
5. **Document**: Incident logged, lessons learned
6. **Notify**: Inform affected parties if data breach

#### #### 4.8.3 Data Breach Protocol

- **Assessment**: Determine scope and severity
- **Notification**: Inform affected clients within 72 hours (GDPR)
- **Remediation**: Fix vulnerability, enhance security
- **Legal Compliance**: Follow local data protection laws

---

### ### 4.9 Social Engineering Awareness

#### #### 4.9.1 Common Tactics

- **Pretexting**: Attacker creates fake scenario to get info
- **Baiting**: Offering something (USB drive, download) to install malware
- **Tailgating**: Following employee into secure area
- **Quid Pro Quo**: Offering service in exchange for information

#### #### 4.9.2 Defense Strategies

- Verify identity before sharing information
- Challenge unknown people in office
- Don't plug in unknown USB drives
- Be skeptical of "too good to be true" offers

---

### ### 4.10 Acceptable Use Policy

#### #### 4.10.1 Permitted Uses

- Business communication and collaboration
- Research related to work projects
- Limited personal use (lunch break browsing)

#### #### 4.10.2 Prohibited Uses

- Accessing illegal, adult, or gambling websites
- Downloading pirated content
- Cryptocurrency mining on company devices
- Harassment, cyberbullying, hate speech
- Unauthorized disclosure of company information
- Using company resources for personal business

#### #### 4.10.3 Monitoring & Privacy

- Company reserves right to monitor device usage
- No expectation of privacy on company devices
- Monitoring for security and compliance only
- Personal communications should use personal devices

---

### ### FAQs (IT Security)

\*\*Q1: Do I need MFA for all accounts?\*\*

A: Yes, MFA is mandatory for email, Slack, AWS, and all corporate systems. (Source: [IT\\_Security\\_Policy.pdf](#), Section 4.3.2)

\*\*Q2: Can I use public Wi-Fi for work?\*\*

A: Only with VPN enabled. Never access sensitive data on public Wi-Fi without VPN. (Source: IT\_Security\_Policy.pdf, Section 4.4.2)

\*\*Q3: What should I do if I click a phishing link?\*\*

A: Immediately report to security@unisoftwares.pk, change passwords, and disconnect device. (Source: IT\_Security\_Policy.pdf, Section 4.8.1)

\*\*Q4: Can I install software on my work laptop?\*\*

A: Only company-approved software. Submit request via IT ticket. (Source: IT\_Security\_Policy.pdf, Section 4.7.1)

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## 5. Data\_Privacy\_GDPR\_Policy.pdf

\*\*[DOC\_ID]\*\*: DATA\_PRIVACY\_005

### ### 5.1 Introduction

Unisoftwares is committed to protecting personal data and respecting privacy rights under applicable laws including:

- Pakistan: Personal Data Protection Bill (pending/applicable regulations)
- USA: CCPA (California), state-specific laws
- International clients: GDPR (EU), PIPEDA (Canada)

---

### ### 5.2 Data Protection Principles

#### #### 5.2.1 Lawfulness, Fairness & Transparency

- Collect data only with legal basis (consent, contract, legitimate interest)
- Inform data subjects about data collection and use
- Privacy notices available on website and contracts

#### #### 5.2.2 Purpose Limitation

- Collect data only for specified, explicit purposes
- Don't use data for incompatible purposes without new consent

#### #### 5.2.3 Data Minimization

- Collect only data necessary for the purpose
- Example: Don't collect date of birth if only age verification needed

#### #### 5.2.4 Accuracy

- Keep personal data accurate and up to date
- Provide mechanisms for data subjects to correct information

#### #### 5.2.5 Storage Limitation

- Retain data only as long as necessary
- Delete or anonymize data after retention period

#### #### 5.2.6 Integrity & Confidentiality

- Protect data with appropriate security measures
- Encrypt sensitive data at rest and in transit

#### #### 5.2.7 Accountability

- Demonstrate compliance with data protection principles
- Maintain records of processing activities

---

### ### 5.3 Types of Data We Process

#### #### 5.3.1 Employee Data

- Personal details (name, address, contact, CNIC/SSN)
- Employment records (contract, performance reviews, salary)
- Health information (medical certificates for leave)
- Financial data (bank account, tax information)

#### #### 5.3.2 Client Data

- Business contact information
- Contract and billing information
- Website analytics data (for client sites we manage)
- Communication records (emails, meeting notes)

#### #### 5.3.3 Website Visitor Data

- IP addresses, browser type, device information
- Cookies and tracking technologies
- Form submissions (contact forms, newsletter signups)

---

### ## 5.4 Legal Basis for Processing

#### #### 5.4.1 Consent

- Explicit consent for marketing communications
- Consent is freely given, specific, informed, unambiguous
- Right to withdraw consent at any time

#### #### 5.4.2 Contract Performance

- Processing necessary to fulfill employment or client contracts
- Example: Payroll processing for employees

#### #### 5.4.3 Legal Obligation

- Compliance with tax laws, labor laws
- Example: Retaining employment records per legal requirements

#### #### 5.4.4 Legitimate Interest

- Business operations, fraud prevention, security
- Balanced against individual's rights and freedoms

---

### ## 5.5 Data Subject Rights

#### #### 5.5.1 Right to Access

- Request copy of personal data we hold
- Response within 30 days
- Free of charge (unless excessive requests)

#### #### 5.5.2 Right to Rectification

- Correct inaccurate or incomplete data
- Update via HR portal or email request

#### #### 5.5.3 Right to Erasure ("Right to be Forgotten")

- Request deletion of personal data
- Exceptions: Legal obligations, contract performance

#### #### 5.5.4 Right to Restrict Processing

- Limit how we process data in certain circumstances
- Example: During dispute about data accuracy

#### #### 5.5.5 Right to Data Portability

- Receive data in structured, machine-readable format
- Transfer data to another controller

#### #### 5.5.6 Right to Object

- Object to processing based on legitimate interest
- Absolute right to object to direct marketing

#### #### 5.5.7 Rights Related to Automated Decision-Making

- Right not to be subject to solely automated decisions
- Human review available for significant decisions

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### ## 5.6 How to Exercise Your Rights

**\*\*Contact\*\*:** privacy@unisoftwares.pk

**\*\*Subject Line\*\*:** Data Subject Request - [Your Name]

**\*\*Provide\*\*:**

- Full name
- Employee ID or relationship to company
- Specific right you're exercising
- Details to help us locate your data

**\*\*Response Time\*\*:** Within 30 days (may extend 60 days for complex requests)

---

### ### 5.7 Data Retention Schedule

| Data Type                 | Retention Period                       | Legal Basis                  |
|---------------------------|--|------------------------------|
| Employee records (active) | Duration of employment                 | Contract                     |
| Employee records (former) | 7 years after separation               | Legal obligation             |
| Payroll records           | 7 years                                | Tax/labor law                |
| Client contracts          | 7 years after completion               | Legal obligation             |
| Marketing consents        | Until withdrawn + 1 year               | Consent records              |
| Website analytics         | 26 months                              | Legitimate interest          |
| CCTV footage (office)     | 30 days                                | Security/legitimate interest |
| Email communications      | 3 years (operational), 7 years (legal) | Business operations          |

---

### ### 5.8 Data Sharing & Transfers

#### #### 5.8.1 Internal Sharing

- Data shared on need-to-know basis within company
- Access controls and permissions managed by IT

#### #### 5.8.2 Third-Party Processors

We share data with:

- \*\*Payroll providers\*\*: Salary processing
- \*\*Cloud storage\*\*: Google Workspace, AWS
- \*\*Email service\*\*: Office 365, SendGrid
- \*\*CRM\*\*: HubSpot, Salesforce
- \*\*Analytics\*\*: Google Analytics

\*\*Data Processing Agreements (DPA)\*\* in place with all processors.

#### #### 5.8.3 International Transfers

- \*\*Pakistan to USA\*\*: Standard contractual clauses
- \*\*To EU clients\*\*: GDPR-compliant mechanisms
- Adequate safeguards for all international transfers

#### #### 5.8.4 No Data Selling

- We never sell personal data to third parties
- No sharing with advertisers without consent

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### ### 5.9 Data Security Measures

#### #### 5.9.1 Technical Safeguards

- Encryption at rest (AES-256)
- Encryption in transit (TLS 1.3)
- Regular security patches and updates
- Firewall and intrusion detection systems
- Multi-factor authentication
- Access logging and monitoring

#### #### 5.9.2 Organizational Measures

- Employee training on data protection
- Background checks for staff with data access
- Confidentiality agreements (NDAs)
- Data protection impact assessments (DPIAs)
- Regular security audits

#### #### 5.9.3 Physical Security

- Biometric access control to data centers
- CCTV monitoring
- Visitor logs and escort policy
- Secure disposal of physical documents (shredding)

---

### ### 5.10 Data Breach Response

#### #### 5.10.1 Detection & Assessment

- Monitor systems for unusual activity
- Investigate suspected breaches immediately
- Assess severity and scope

#### #### 5.10.2 Notification

- \*\*Supervisory Authority\*\*: Within 72 hours (GDPR)
- \*\*Affected Individuals\*\*: Without undue delay if high risk
- \*\*Details\*\*: Nature of breach, likely consequences, mitigation measures

#### #### 5.10.3 Remediation

- Contain breach, fix vulnerability
- Implement additional security measures
- Document incident and lessons learned

---

### ### 5.11 Cookies & Tracking

#### #### 5.11.1 Website Cookies

- \*\*Strictly Necessary\*\*: Essential for website functionality (no consent needed)
- \*\*Performance\*\*: Analytics to improve site (Google Analytics)
- \*\*Functional\*\*: Remember preferences, language
- \*\*Targeting\*\*: Marketing and advertising (requires consent)

#### #### 5.11.2 Cookie Management

- Cookie banner on first visit
- Granular consent options
- Opt-out links provided
- Cookie policy page: [unisoftwares.pk/cookie-policy](http://unisoftwares.pk/cookie-policy)

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#### ### 5.12 Children's Privacy

- We do not knowingly collect data from children under 16
- If discovered, data will be deleted immediately
- Parent/guardian consent required if applicable

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#### ### 5.13 Privacy by Design

- Privacy considerations in all new projects
- Data Protection Impact Assessments (DPIA) for high-risk processing
- Privacy settings default to most protective
- Regular privacy audits

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#### ### 5.14 Contact & Complaints

**\*\*Data Protection Officer (DPO)\*\*:** dpo@unisoftwares.pk

**\*\*Complaints\*\*:**

- First contact: privacy@unisoftwares.pk
- If unsatisfied: File complaint with local data protection authority
  - Pakistan: Pending data protection authority
  - USA: State attorney general
  - EU: Local supervisory authority

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### **### FAQs (Data Privacy)**

**\*\*Q1: How can I request my personal data?\*\***

A: Email privacy@unisoftwares.pk with your name and employee ID. We'll respond within 30 days. (Source: Data\_Privacy\_GDPR\_Policy.pdf, Section 5.6)

**\*\*Q2: How long do you keep employee records?\*\***

A: Active employees: duration of employment. Former employees: 7 years after separation. (Source: Data\_Privacy\_GDPR\_Policy.pdf, Section 5.7)

**\*\*Q3: Do you sell personal data?\*\***

A: No, we never sell personal data to third parties. (Source: Data\_Privacy\_GDPR\_Policy.pdf, Section 5.8.4)

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**## 6. Sales\_Playbook\_Detailed.pdf**

\*\*[DOC\_ID]\*\*: SALES\_PLAYBOOK\_006

### ### 6.1 Target Market & Ideal Customer Profile (ICP)

#### #### 6.1.1 Primary Markets

##### \*\*Geographic\*\*

- \*\*Pakistan\*\*: Lahore, Karachi, Islamabad, Faisalabad (tier 1-2 cities)
- \*\*USA\*\*: Chicago metro area, expanding to nationwide remote clients
- \*\*Secondary\*\*: Canada, UK, Australia (English-speaking markets)

##### \*\*Industries\*\*

1. \*\*E-commerce & Retail\*\*: Online stores, D2C brands, marketplace sellers
2. \*\*Professional Services\*\*: Law firms, accounting, consulting, agencies
3. \*\*Real Estate\*\*: Agencies, property management, developers
4. \*\*Healthcare\*\*: Clinics, dental practices, telehealth
5. \*\*Education\*\*: Coaching institutes, online course creators
6. \*\*SaaS & Tech Startups\*\*: B2B software, mobile apps
7. \*\*Hospitality\*\*: Restaurants, hotels, event venues
8. \*\*Local Services\*\*: Home services, automotive, beauty salons

#### #### 6.1.2 Ideal Client Characteristics

##### \*\*Firmographics\*\*

- Company size: 5-100 employees (SMB to mid-market)
- Annual revenue: \$100K - \$5M

- Growth stage: Established or growth phase (not pre-revenue startups)
- Online presence: Existing website (outdated or underperforming)

**\*\*Pain Points\*\***

- Low online visibility (not ranking on Google)
- Outdated website (slow, not mobile-friendly)
- Poor lead generation (high bounce rate, low conversions)
- Manual processes (no CRM, no automation)
- Wasting ad budget (poor targeting, low ROI)

**\*\*Buying Signals\*\***

- Recently raised funding or experiencing growth
- Hiring marketing/sales staff
- Competitor launched new digital campaign
- Seasonal business preparing for peak season
- Negative online reviews needing reputation management

**\*\*Decision-Maker Profile\*\***

- **Title**: Owner, CEO, Marketing Director, CMO
- **Motivations**: Increase revenue, reduce costs, competitive advantage
- **Budget Authority**: Yes (or strong influence)
- **Urgency**: 1-3 month decision cycle

---

### ### 6.2 Value Proposition & Messaging

#### #### 6.2.1 Core Value Prop

"Unisoftwares delivers measurable growth through data-driven digital marketing and custom software—at 50% the cost of Western agencies, with the same quality and faster turnaround."

#### #### 6.2.2 Key Differentiators

1. \*\*Full-Service\*\*: Marketing + development under one roof (no coordination headaches)
2. \*\*Proven ROI\*\*: Case studies with 180% traffic growth, 140% lead increase
3. \*\*Cost-Effective\*\*: Pakistan-based team = lower rates without quality compromise
4. \*\*Fast Execution\*\*: Agile process, typical project 4-8 weeks
5. \*\*Transparent Reporting\*\*: Monthly dashboards, real metrics, no fluff

#### #### 6.2.3 Messaging by Persona

##### **\*\*For E-commerce Brands\*\***

"We help e-commerce brands reduce cart abandonment by 25% and increase organic traffic 3x in 6 months through technical SEO, conversion optimization, and strategic content."

##### **\*\*For Local Businesses (USA)\*\***

"We put Chicago-area businesses on the map—literally. Our local SEO gets you to Google's Local Pack, driving foot traffic and calls. Plus, we build websites that convert."

##### **\*\*For SaaS Startups\*\***

"We turn your MVP into a scalable product with clean code, cloud infrastructure, and growth marketing that actually drives signups—not just vanity metrics."

##### **\*\*For Service Businesses\*\***

"Stop losing leads to competitors. We build lead-generation machines: high-converting landing pages + targeted PPC campaigns that deliver qualified leads at predictable costs."

---

### ### 6.3 Sales Process & Methodology

#### #### 6.3.1 Sales Stages

##### \*\*Stage 1: Lead Generation\*\*

- Inbound: Website forms, SEO, content marketing
- Outbound: Cold email, LinkedIn outreach, referrals
- Events: Webinars, local networking (Chicago), trade shows

##### \*\*Stage 2: Lead Qualification (BANT Framework)\*\*

- \*\*Budget\*\*: Can they afford \$2K-\$50K+ project?
- \*\*Authority\*\*: Are they the decision-maker?
- \*\*Need\*\*: Do they have a clear pain point?
- \*\*Timeline\*\*: When do they need to start/launch?

##### \*\*Stage 3: Discovery Call (30-45 minutes)\*\*

- Understand business goals and challenges
- Ask about current marketing efforts and results
- Identify technical pain points (website speed, mobile, etc.)
- Discuss budget range (without hard commitment)
- Schedule next step: proposal or demo

##### \*\*Stage 4: Audit & Proposal (3-5 days)\*\*

- \*\*Free Audit\*\*: Quick website/SEO audit (automated + manual review)
- \*\*Custom Proposal\*\*: Scope of work, timeline, deliverables, investment

- \*\*Case Studies\*\*: Relevant success stories included
- \*\*Sent via\*\*: Email + scheduled review call

**\*\*Stage 5: Proposal Review Call\*\***

- Walk through proposal document
- Address questions and objections
- Negotiate scope/pricing if needed
- Request decision timeline

**\*\*Stage 6: Closing & Contract\*\***

- Send contract via DocuSign/PandaDoc
- 50% deposit required to start
- Kickoff meeting scheduled within 5 business days

**\*\*Stage 7: Onboarding & Handoff\*\***

- Sales → Account Manager → Delivery Team
- Client onboarding questionnaire
- Access credentials collected
- Project plan shared

---

#### #### 6.3.2 Sales Cycle Benchmarks

- \*\*Small projects\*\* (\$2K-\$10K): 2-4 weeks
- \*\*Medium projects\*\* (\$10K-\$30K): 4-8 weeks
- \*\*Large projects\*\* (\$30K+): 8-12 weeks
- \*\*Average conversion rate\*\*: 25-30% (lead to closed deal)

---

### ### 6.4 Qualification Questions (Discovery Script)

#### #### 6.4.1 Business Understanding

1. "Tell me about your business—what do you do, and who do you serve?"
2. "What are your primary revenue streams?"
3. "How do customers currently find you?"
4. "What's your biggest business challenge right now?"

#### #### 6.4.2 Current Marketing & Website

5. "Do you have a website? How old is it?"
6. "How much traffic does your site get monthly?" (Use SimilarWeb if they don't know)
7. "What's your current conversion rate?" (Leads or sales per 100 visitors)
8. "Are you doing any marketing now—SEO, PPC, social media?"
9. "What's working? What's not?"

#### #### 6.4.3 Goals & Success Metrics

10. "What's your goal for this project—more leads, sales, brand awareness?"
11. "How would you measure success in 6 months?"
12. "What would make this a home run for you?"

#### #### 6.4.4 Budget & Timeline

13. "Have you set aside a budget for this project?"
14. "What's your ideal start date and launch deadline?"
15. "What happens if you don't solve this problem this year?"

#### #### 6.4.5 Decision-Making Process

16. "Who else is involved in this decision?"
17. "Have you worked with agencies before? What was that experience?"
18. "What's important to you in choosing a partner?"

---

#### ## 6.5 Common Objections & Responses

##### #### Objection 1: "Your prices are too high."

\*\*Response\*\*: "I understand budget is a concern. Let me show you the ROI: Our average client sees 3x return in the first year. If we generate an extra \$50K in revenue, a \$15K investment is a no-brainer. Plus, we're actually 40-50% cheaper than US-based agencies with the same quality. Would it help if we phased the project to fit your budget?"

##### #### Objection 2: "We're working with another agency."

\*\*Response\*\*: "That's great—what's your experience been so far? (Listen) Many of our best clients switched to us because they weren't seeing results or transparency. We're happy to provide a second opinion or audit your current efforts at no cost. If your current agency is killing it, stick with them. But if there's room for improvement, let's talk."

##### #### Objection 3: "We can do this in-house."

\*\*Response\*\*: "In-house is fantastic if you have the team and time. Most of our clients tried that and realized it pulled their staff away from core business. Plus, agencies bring specialized expertise—our SEO team lives and breathes Google algorithm updates. You'd need to hire 3-5 specialists to match our bench. Worth considering?"

##### #### Objection 4: "We need to think about it."

**\*\*Response\*\*:** "Absolutely, this is an important decision. Can I ask what specifically you need to think about—budget, timeline, or fit? (Address concern) Let's schedule a quick call next week to answer any questions. In the meantime, I'll send you a couple of case studies similar to your industry."

#### Objection 5: "We've been burned by agencies before."

**\*\*Response\*\*:** "I hear this a lot, and I'm sorry you had that experience. What went wrong? (Listen) Here's how we're different: (1) Transparent reporting—you see real data, not vanity metrics. (2) Direct access to your team—no account manager runaround. (3) Money-back guarantee if we don't hit agreed milestones. Would those safeguards make you comfortable trying again?"

#### Objection 6: "We don't have time for this right now."

**\*\*Response\*\*:** "I get it—you're busy. Here's the thing: your competitors aren't waiting. Every month you delay, they're gaining ground on Google. The good news: We handle the heavy lifting. After the initial kickoff (2 hours), you're maybe 2-3 hours per month. Can we start with a quick win—like a free SEO audit—and go from there?"

---

### ## 6.6 Sales Enablement Materials

#### #### 6.6.1 Must-Have Collateral

- **\*\*Company One-Pager\*\*:** Overview, services, differentiators
- **\*\*Case Studies\*\* (3-5):** Detailed project write-ups with metrics
- **\*\*Service Brochures\*\*:** One-pagers for SEO, PPC, Web Dev, E-commerce
- **\*\*Pricing Guide\*\*:** Tiered packages (Good/Better/Best)
- **\*\*Testimonials Sheet\*\*:** Client quotes and video testimonials
- **\*\*Sample Proposals\*\*:** Templates for common project types

#### #### 6.6.2 Tools & Tech Stack

- \*\*CRM\*\*: HubSpot or Salesforce (track leads, deals, activities)
- \*\*Proposal Software\*\*: PandaDoc or Proposify (trackable proposals)
- \*\*Calendar Booking\*\*: Calendly (easy scheduling)
- \*\*Email Sequences\*\*: HubSpot sequences or Outreach.io
- \*\*Audit Tools\*\*: Screaming Frog, Ahrefs, Google PageSpeed
- \*\*Video Messaging\*\*: Loom (personalized video pitches)

---

#### ### 6.7 Commission Structure

##### #### 6.7.1 Sales Executive Commission

- \*\*Base Salary\*\*: PKR 40,000 - 60,000/month
- \*\*Commission Rate\*\*: 5-8% of closed deal value (gross project fee)
- \*\*Payment\*\*: Paid monthly after client invoice collection
- \*\*Quarterly Bonus\*\*: Extra 2% if exceeding quarterly target by 20%+

##### \*\*Example Calculation\*\*:

- Close \$30,000 deal
- Commission:  $\$30,000 \times 7\% = \$2,100$  (approx PKR 588,000 at 280 PKR/USD)

##### #### 6.7.2 Account Manager Recurring Revenue Commission

- \*\*Base Salary\*\*: PKR 80,000 - 120,000/month
- \*\*Commission\*\*: 3-5% of monthly recurring revenue (MRR) from retained clients
- \*\*Annual Bonus\*\*: 10% of annual retention value if client retention > 90%

---

### ### 6.8 Sales Targets & KPIs

#### #### 6.8.1 Individual Sales Targets (Monthly)

- \*\*Junior Sales Executive\*\*: PKR 500K - 1M in closed deals
- \*\*Senior Sales Executive\*\*: PKR 1.5M - 3M in closed deals
- \*\*Business Development Manager\*\*: PKR 3M - 5M in closed deals

#### #### 6.8.2 Sales Team Metrics

- \*\*Lead Response Time\*\*: < 2 hours (during business hours)
- \*\*Discovery Call Booking Rate\*\*: 30-40% of qualified leads
- \*\*Proposal-to-Close Rate\*\*: 25-35%
- \*\*Average Deal Size\*\*: PKR 150K - 400K (\$500 - \$1,500)
- \*\*Sales Cycle Length\*\*: 14-30 days (target: < 21 days)

---

### ### FAQs (Sales Playbook)

\*\*Q1: What's our ideal client?\*\*

A: SMBs with \$100K-\$5M revenue in e-commerce, professional services, real estate, or SaaS looking for digital growth. (Source: Sales\_Playbook\_Detailed.pdf, Section 6.1.2)

\*\*Q2: How do I handle the "too expensive" objection?\*\*

A: Focus on ROI, show 3x return examples, compare to US agency pricing (we're 40-50% cheaper), offer phased approach. (Source: Sales\_Playbook\_Detailed.pdf, Section 6.5)

\*\*Q3: What's the commission rate for sales?\*\*

A: 5-8% of closed deal value, paid monthly after invoice collection. Quarterly bonus for exceeding targets. (Source: Sales\_Playbook\_Detailed.pdf, Section 6.7.1)

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## 7. SEO\_Service\_Documentation.pdf

\*\*[DOC\_ID]\*\*: SEO\_SERVICE\_007

### 7.1 SEO Service Overview

Unisoftwares' SEO services help businesses increase organic search visibility, drive qualified traffic, and generate leads through strategic search engine optimization.

---

### 7.2 SEO Service Packages

#### 7.2.1 Local SEO Package (For Local Businesses)

\*\*Best For\*\*: Restaurants, salons, law firms, dentists, local service providers

\*\*Deliverables\*\*:

- Google Business Profile optimization
- Local citations (50+ directories)
- Location-based keyword research (20-30 keywords)
- On-page optimization (10 pages)
- Monthly local link building (5-10 links)

- Review generation strategy
- Monthly reporting

**\*\*Pricing\*\*:** PKR 50,000 - 100,000/month (\$175 - \$350/month)

**\*\*Contract\*\*:** 6-month minimum

**\*\*Expected Results\*\*:**

- Google Local Pack ranking (3-6 months)
- 50-100% increase in "near me" searches
- Phone calls and direction requests increase

#### #### 7.2.2 National SEO Package (For E-commerce & Service Businesses)

**\*\*Best For\*\*:** Online stores, SaaS, B2B services, national brands

**\*\*Deliverables\*\*:**

- Comprehensive keyword research (100+ keywords)
- Technical SEO audit & fixes
- On-page optimization (20-30 pages)
- Content strategy & creation (4-8 blog posts/month)
- Link building (15-25 high-quality backlinks/month)
- Competitor analysis
- Schema markup implementation
- Monthly performance reporting

**\*\*Pricing\*\*:** PKR 120,000 - 250,000/month (\$425 - \$875/month)

**\*\*Contract\*\*:** 6-12 month minimum

**\*\*Expected Results\*\*:**

- 100-200% traffic increase (6-12 months)
- Top 10 rankings for 30-50% of target keywords
- Improved domain authority

**#### 7.2.3 Enterprise SEO Package (For Large Sites)**

**\*\*Best For\*\*:** Large e-commerce sites (1000+ products), multi-location businesses, enterprises

**\*\*Deliverables\*\*:**

- Advanced technical SEO (site architecture, speed, Core Web Vitals)
- Extensive keyword research (500+ keywords)
- On-page optimization (unlimited pages)
- Content hub development (12-16 posts/month)
- Aggressive link building (30-50 backlinks/month)
- Conversion rate optimization (CRO)
- Dedicated SEO strategist
- Bi-weekly strategy calls

**\*\*Pricing\*\*:** PKR 300,000 - 600,000/month (\$1,000 - \$2,100/month)

**\*\*Contract\*\*:** 12-month minimum

**\*\*Expected Results\*\*:**

- 200-400% traffic increase (12 months)
- Thousands of long-tail keyword rankings
- Significant revenue attribution to organic

---

### ### 7.3 SEO Process & Methodology

#### #### 7.3.1 Month 1: Foundation & Audit

##### \*\*Week 1-2: Discovery & Audit\*\*

- Kickoff call with client (goals, target audience, competitors)
- Technical SEO audit using Screaming Frog, Ahrefs, SEMrush
  - Crawl errors, broken links
  - Page speed analysis
  - Mobile usability
  - Indexation issues
  - Duplicate content
- Backlink profile analysis
- Google Analytics & Search Console setup/audit
- Competitor analysis (top 5 competitors)

##### \*\*Week 3-4: Strategy Development\*\*

- Keyword research (search volume, difficulty, intent)
- Content gap analysis
- Site architecture recommendations
- Technical SEO priorities documented
- Month-by-month roadmap created
- Client approval on strategy

#### #### 7.3.2 Month 2-3: Technical SEO & On-Page Optimization

**\*\*Technical Fixes\*\*:**

- Fix critical crawl errors
- Implement proper URL structure
- Optimize robots.txt and XML sitemap
- Add structured data (Schema.org)
- Improve page speed (image compression, lazy loading, CDN)
- Mobile optimization
- Fix canonical tags and redirects
- HTTPS implementation (if needed)

**\*\*On-Page Optimization\*\*:**

- Title tag optimization (primary keyword + modifiers)
- Meta description optimization (compelling CTAs)
- Header tag hierarchy (H1, H2, H3)
- Internal linking strategy
- Image alt text optimization
- Content optimization (keyword density, LSI keywords, readability)

**#### 7.3.3 Month 4-6: Content Creation & Link Building**

**\*\*Content Strategy\*\*:**

- Publish 4-8 SEO-optimized blog posts/month
- Topic clusters around pillar pages
- Long-form content (1500-3000 words)
- Infographics, videos (where relevant)
- Update existing underperforming content

**\*\*Link Building\*\*:**

- Guest posting on relevant blogs (DA 30+)
- Digital PR (HARO, journalist outreach)
- Resource page link building
- Broken link building
- Unlinked mention reclamation
- Competitor backlink replication

**#### 7.3.4 Month 7-12: Scale & Optimize**

**\*\*Scaling Activities\*\*:**

- Increase content production
- Aggressive link acquisition
- Expand to more keyword targets
- Optimize high-potential pages
- A/B test title tags and meta descriptions
- Advanced technical optimizations (JavaScript SEO, Core Web Vitals)

**\*\*Continuous Optimization\*\*:**

- Monthly performance review
- Keyword ranking tracking
- Traffic and conversion analysis
- Algorithm update monitoring and adjustments
- Competitor monitoring

---

## ### 7.4 SEO KPIs & Reporting

### #### 7.4.1 Primary Metrics

- \*\*Organic Traffic\*\*: Month-over-month growth
- \*\*Keyword Rankings\*\*: # of keywords in top 3, top 10, top 20
- \*\*Domain Authority (DA)\*\*: Ahrefs DR or Moz DA
- \*\*Backlinks\*\*: Total backlinks and referring domains
- \*\*Organic Conversions\*\*: Leads, sales, signups from organic
- \*\*Organic Revenue\*\*: Direct revenue attribution

### #### 7.4.2 Secondary Metrics

- \*\*Pages Indexed\*\*: Google Search Console
- \*\*Click-Through Rate (CTR)\*\*: From search results
- \*\*Bounce Rate\*\*: Organic traffic behavior
- \*\*Time on Site\*\*: Engagement metric
- \*\*Core Web Vitals\*\*: LCP, FID, CLS scores

### #### 7.4.3 Monthly Reporting

- \*\*Delivered\*\*: 1st week of each month
- \*\*Format\*\*: PDF report + live dashboard
- \*\*Includes\*\*:
  - Executive summary
  - Traffic trends (YoY, MoM)
  - Keyword ranking changes
  - Top performing pages
  - Backlink acquisition
  - Content published

- Recommendations for next month

---

### ### 7.5 SEO Tools & Technology

#### #### 7.5.1 Keyword Research

- Ahrefs Keywords Explorer
- SEMrush Keyword Magic Tool
- Google Keyword Planner
- AnswerThePublic

#### #### 7.5.2 Technical SEO

- Screaming Frog SEO Spider
- Google Search Console
- Google PageSpeed Insights
- GTmetrix
- Ahrefs Site Audit

#### #### 7.5.3 Rank Tracking

- Ahrefs Rank Tracker
- SEMrush Position Tracking
- Google Search Console Performance

#### #### 7.5.4 Link Building

- Ahrefs (backlink analysis)
- Hunter.io (email finder)

- Pitchbox (outreach automation)
- BuzzStream

#### #### 7.5.5 Content Optimization

- Surfer SEO
- Clearscope
- Hemingway Editor
- Grammarly

---

### ## 7.6 SEO Best Practices

#### #### 7.6.1 Content Guidelines

- \*\*Keyword Placement\*\*: Title, H1, first 100 words, naturally throughout
- \*\*Content Length\*\*: Minimum 800 words (1500+ for competitive keywords)
- \*\*Readability\*\*: 8th-grade reading level, short paragraphs (2-3 sentences)
- \*\*Freshness\*\*: Update content annually
- \*\*Multimedia\*\*: Include images, videos where relevant
- \*\*Internal Links\*\*: 3-5 relevant internal links per article

#### #### 7.6.2 Technical SEO Checklist

- HTTPS enabled
- XML sitemap submitted
- Robots.txt configured
- Canonical tags implemented
- Mobile-friendly (responsive design)

- Page speed < 3 seconds
- Structured data (Schema.org)
- No duplicate content
- Proper 301 redirects (no 302s unless temporary)
- Breadcrumb navigation

#### #### 7.6.3 Link Building Quality Standards

- \*\*Minimum DA\*\*: 20+ (target 30+)
- \*\*Relevance\*\*: Same or related industry
- \*\*Traffic\*\*: Site should have organic traffic
- \*\*Link Type\*\*: Dofollow (some nofollow is natural)
- \*\*Anchor Text\*\*: Varied (branded, naked URL, partial match, exact match)
- \*\*No\*\*: PBNs, link farms, spammy directories, paid links (against Google guidelines)

---

#### ## 7.7 SEO Project Timeline

##### \*\*Small Site (< 50 pages)\*\*

- Month 1-2: Audit and on-page optimization
- Month 3-4: Content and link building
- Month 5-6: Results start showing (rankings improve)

##### \*\*Medium Site (50-500 pages)\*\*

- Month 1-3: Audit, technical fixes, initial on-page
- Month 4-6: Content production, link building
- Month 7-9: Scaling efforts, optimization

- Month 10-12: Significant results (traffic doubles)

**\*\*Large Site (500+ pages)\*\***

- Month 1-4: Comprehensive audit, architecture fixes
- Month 5-8: On-page optimization, content hub creation
- Month 9-12: Aggressive link building, scaling
- Month 12+: Continuous optimization, sustained growth

---

### **### FAQs (SEO Services)**

**\*\*Q1: How long does SEO take to show results?\*\***

A: Typically 3-6 months for initial results, 6-12 months for significant traffic growth. (Source: SEO\_Service\_Documentation.pdf, Section 7.7)

**\*\*Q2: What's included in the Local SEO package?\*\***

A: Google Business Profile optimization, local citations, keyword research, on-page SEO, link building, and monthly reporting. (Source: SEO\_Service\_Documentation.pdf, Section 7.2.1)

**\*\*Q3: Do you guarantee #1 rankings?\*\***

A: No reputable SEO guarantees rankings (it's against Google's guidelines). We focus on sustainable growth and traffic increases. (Source: SEO\_Service\_Documentation.pdf)

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### **## 8. Web\_Development\_Service\_Documentation.pdf**

**\*\*[DOC\_ID]\*\*: WEB\_DEV\_SERVICE\_008**

### **### 8.1 Web Development Services Overview**

Unisoftwares builds custom websites, web applications, and e-commerce platforms tailored to business needs.

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### **### 8.2 Website Development Packages**

#### **#### 8.2.1 Brochure Website (Basic)**

**\*\*Best For\*\*:** Small businesses, portfolios, landing pages

**\*\*Features\*\*:**

- 5-8 pages (Home, About, Services, Portfolio, Contact)
- Mobile responsive design
- Contact form integration
- Google Maps integration
- Basic SEO setup
- 3 rounds of revisions
- 1 month post-launch support

**\*\*Technology\*\*:** WordPress or HTML/CSS/JavaScript

**\*\*Timeline\*\*:** 2-3 weeks

**\*\*Pricing\*\*:** PKR 80,000 - 150,000 (\$280 - \$530)

#### #### 8.2.2 Business Website (Standard)

**\*\*Best For\*\*:** Growing businesses, service providers

**\*\*Features\*\*:**

- 10-15 pages
- Custom design (based on brand guidelines)
- Blog functionality
- Lead capture forms
- Email newsletter integration
- SEO-optimized structure
- Social media integration
- Analytics setup (Google Analytics, Facebook Pixel)
- SSL certificate
- 2 months post-launch support

**\*\*Technology\*\*:** WordPress with custom theme or React/Next.js

**\*\*Timeline\*\*:** 4-6 weeks

**\*\*Pricing\*\*:** PKR 200,000 - 400,000 (\$700 - \$1,400)

#### #### 8.2.3 E-commerce Website

**\*\*Best For\*\*:** Online stores, product-based businesses

**\*\*Features\*\*:**

- Unlimited products/categories
- Shopping cart and checkout
- Payment gateway integration (Stripe, PayPal, PayFast, JazzCash)
- Inventory management

- Order management system
- Customer accounts
- Discount/coupon system
- Shipping calculator
- Mobile responsive
- SEO-ready product pages
- 3 months post-launch support

**\*\*Technology\*\*:** WooCommerce, Shopify, or custom (Laravel + React)

**\*\*Timeline\*\*:** 6-10 weeks

**\*\*Pricing\*\*:** PKR 400,000 - 800,000 (\$1,400 - \$2,800)

#### #### 8.2.4 Custom Web Application

**\*\*Best For\*\*:** SaaS products, enterprise systems, custom platforms

**\*\*Features\*\*:**

- Custom functionality (defined in scope)
- User authentication and roles
- Admin dashboard
- API development
- Database design
- Third-party integrations
- Scalable cloud architecture
- Security implementation
- Documentation
- 6 months post-launch support

**Technology**: Node.js, Python (Django/Flask), Laravel, React/Vue/Angular, PostgreSQL/MongoDB

**Timeline**: 10-20 weeks

**Pricing**: PKR 800,000 - 5,000,000+ (\$2,800 - \$17,500+)

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### ### 8.3 Web Development Process

#### #### 8.3.1 Phase 1: Discovery & Planning (Week 1-2)

**Kickoff Meeting**:

- Understand business goals and target audience
- Review existing branding/websites
- Discuss desired features and functionality
- Define success metrics

**Deliverables**:

- Project charter
- Site map (page structure)
- Wireframes (low-fidelity layouts)
- Technology recommendation
- Timeline and milestones
- Development contract

#### #### 8.3.2 Phase 2: Design (Week 2-4)

**\*\*Design Process\*\*:**

1. Mood board creation (visual direction)
2. Homepage mockup (high-fidelity design in Figma)
3. Client review and feedback
4. Revisions (up to 3 rounds)
5. Internal page designs
6. Final design approval

**\*\*Deliverables\*\*:**

- Complete design mockups (desktop + mobile)
- Style guide (colors, fonts, UI components)
- Asset files (logos, icons, images)

#### **#### 8.3.3 Phase 3: Development (Week 4-10)**

**\*\*Frontend Development\*\*:**

- HTML/CSS conversion from designs
- Responsive implementation (mobile, tablet, desktop)
- Interactive elements (menus, sliders, animations)
- Cross-browser testing (Chrome, Firefox, Safari, Edge)

**\*\*Backend Development\*\*:**

- Database setup
- Server-side logic
- API development
- CMS integration (WordPress, custom admin)
- Payment gateway integration

- Email functionality

**\*\*Testing\*\*:**

- Functional testing (all features work)
- Performance testing (page speed)
- Security testing (SQL injection, XSS)
- User acceptance testing (UAT)

**\*\*Deliverables\*\*:**

- Staging site for client review
- Test accounts and demo data

#### #### 8.3.4 Phase 4: Launch & Deployment (Week 10-12)

**\*\*Pre-Launch Checklist\*\*:**

- Final content uploaded
- SEO metadata complete
- Analytics tracking installed
- Forms tested (submissions work)
- Payment processing tested
- SSL certificate active
- Backups configured
- DNS and domain configured
- 404 page customized
- Favicon and social share images

**\*\*Launch Day\*\*:**

- Deploy to production server
- Monitor for issues (first 24-48 hours)
- Submit sitemap to Google Search Console
- Test all critical paths

**\*\*Deliverables\*\*:**

- Live website
- Login credentials
- Documentation (user guide)
- Source code (if applicable)

**#### 8.3.5 Phase 5: Support & Maintenance (Post-Launch)**

**\*\*Included Support\*\* (varies by package):**

- Bug fixes (non-feature requests)
- Minor content updates
- Security patches
- Backup monitoring

**\*\*Optional Maintenance Plans\*\*:**

- Monthly content updates
- Plugin/theme updates (WordPress)
- Performance optimization
- Ongoing SEO updates

---

## ### 8.4 Technology Stack

### #### 8.4.1 Frontend Technologies

- \*\*HTML5, CSS3, JavaScript\*\*: Core web technologies
- \*\*React.js\*\*: Modern, component-based UI
- \*\*Next.js\*\*: Server-side rendering, SEO-friendly
- \*\*Vue.js\*\*: Progressive framework for interactive UIs
- \*\*Tailwind CSS\*\*: Utility-first CSS framework
- \*\*Bootstrap\*\*: Responsive grid system

### #### 8.4.2 Backend Technologies

- \*\*Node.js + Express\*\*: Scalable JavaScript backend
- \*\*Python (Django/Flask)\*\*: Rapid development, data-heavy apps
- \*\*PHP (Laravel)\*\*: Enterprise-grade PHP framework
- \*\*Ruby on Rails\*\*: Rapid prototyping

### #### 8.4.3 CMS Platforms

- \*\*WordPress\*\*: Most popular CMS, great for blogs and business sites
- \*\*Shopify\*\*: Hosted e-commerce platform
- \*\*WooCommerce\*\*: WordPress e-commerce plugin
- \*\*Contentful/Strapi\*\*: Headless CMS for modern stacks

### #### 8.4.4 Databases

- \*\*MySQL/MariaDB\*\*: Relational database for structured data
- \*\*PostgreSQL\*\*: Advanced relational database
- \*\*MongoDB\*\*: NoSQL document database

- **Firebase**: Real-time database for apps

#### #### 8.4.5 Hosting & Infrastructure

- **AWS (Amazon Web Services)**: Scalable cloud hosting
- **Google Cloud Platform**: Enterprise-grade cloud
- **DigitalOcean**: Developer-friendly, cost-effective
- **Cloudflare**: CDN and security
- **Vercel/Netlify**: Frontend hosting (Next.js, static sites)

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#### ## 8.5 Website Maintenance Plans

##### #### 8.5.1 Basic Maintenance (PKR 15,000 - 25,000/month)

- Weekly backups
- Security monitoring
- Plugin/theme updates (WordPress)
- Uptime monitoring
- 2 hours of content updates/month
- Monthly performance report

##### #### 8.5.2 Standard Maintenance (PKR 30,000 - 50,000/month)

- Everything in Basic, plus:
- Daily backups
- Advanced security (firewall, malware scanning)
- 5 hours of content updates/month
- Performance optimization

- SEO health monitoring
- Priority support (4-hour response)

#### #### 8.5.3 Premium Maintenance (PKR 60,000 - 100,000/month)

- Everything in Standard, plus:
- 10 hours of development/month (feature additions)
- A/B testing and CRO
- Advanced analytics reporting
- Dedicated account manager
- 1-hour response time

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### ### 8.6 Quality Assurance Checklist

#### #### 8.6.1 Functional Testing

- All forms submit correctly
- Links go to correct destinations
- Navigation works (menus, breadcrumbs)
- Search functionality (if applicable)
- User registration/login (if applicable)
- E-commerce checkout process
- File uploads work
- Email notifications sent

#### #### 8.6.2 Browser & Device Testing

- Chrome (latest 2 versions)
- Firefox (latest 2 versions)
- Safari (latest 2 versions)
- Edge (latest version)
- Mobile Safari (iOS)
- Chrome Mobile (Android)
- Tablet testing (iPad, Android tablets)

#### #### 8.6.3 Performance Testing

- Page load speed < 3 seconds (desktop), < 5 seconds (mobile)
- Google PageSpeed score > 80
- Images optimized (WebP format where possible)
- CSS/Javascript minified
- Browser caching enabled
- CDN configured (if needed)

#### #### 8.6.4 SEO Basics

- Unique title tags on all pages
- Meta descriptions present
- H1 tags on all pages
- Alt text on images
- XML sitemap generated
- Robots.txt configured
- Clean URL structure
- Mobile-friendly (Google test)

#### #### 8.6.5 Security

- SSL certificate installed (HTTPS)
- Forms have CSRF protection
- SQL injection prevention
- XSS (cross-site scripting) protection
- Secure password storage (hashed)
- Admin area protected (strong passwords, limited login attempts)

---

#### ### 8.7 Common Website Features & Pricing

| Feature   Description   Additional Cost   |
|---|
| ----- ----- -----   |
| Blog with CMS   WordPress blog functionality   Included in Standard+                    |
| Multi-language   2+ language support   PKR 50,000 - 100,000                             |
| Live Chat   Tawk.to, Intercom, Drift integration   PKR 20,000 - 40,000                  |
| Booking System   Appointment scheduling   PKR 80,000 - 150,000                          |
| Member Portal   User accounts with gated content   PKR 100,000 - 200,000                |
| API Integration   Connect to third-party services   PKR 30,000 - 150,000                |
| Custom Analytics Dashboard   Real-time business metrics   PKR 150,000 - 400,000         |
| Email Marketing Integration   Mailchimp, SendGrid, ActiveCampaign   PKR 20,000 - 50,000 |

---

#### ### FAQs (Web Development)

**\*\*Q1: How long does it take to build a website?\*\***

A: Brochure site: 2-3 weeks. Business site: 4-6 weeks. E-commerce: 6-10 weeks. Custom app: 10-20 weeks. (Source: Web\_Development\_Service\_Documentation.pdf, Section 8.2)

**\*\*Q2: What's included in post-launch support?\*\***

A: Bug fixes, minor content updates, security patches, backup monitoring (duration varies by package). (Source: Web\_Development\_Service\_Documentation.pdf, Section 8.3.5)

**\*\*Q3: Do you provide website maintenance?\*\***

A: Yes, we offer Basic (PKR 15-25K), Standard (PKR 30-50K), and Premium (PKR 60-100K) monthly maintenance plans. (Source: Web\_Development\_Service\_Documentation.pdf, Section 8.5)

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**## 9. Project\_Management\_Guide.pdf**

**\*\*[DOC\_ID]\*\*: PROJECT\_MGMT\_009**

**### 9.1 Project Management Methodology**

Unisoftwares uses **Agile methodology** for software development and **Waterfall/Hybrid** for fixed-scope projects like website design.

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**### 9.2 Agile Development Process**

**#### 9.2.1 Sprint Structure**

- **Sprint Duration**: 2 weeks (10 working days)
- **Sprint Planning**: Monday morning (2 hours)
- **Daily Standup**: Every morning (15 minutes)
- **Sprint Review**: Friday afternoon (1 hour)
- **Sprint Retrospective**: Friday afternoon (30 minutes)

#### #### 9.2.2 Roles

- **Product Owner**: Client or internal stakeholder
- **Scrum Master**: Project Manager
- **Development Team**: Developers, designers, QA

#### #### 9.2.3 Artifacts

- **Product Backlog**: All features and requirements
- **Sprint Backlog**: Work selected for current sprint
- **Burndown Chart**: Progress tracking

---

### ### 9.3 Project Lifecycle (Waterfall Projects)

#### **Phase 1: Initiation**

- Project charter created
- Stakeholders identified
- Initial requirements gathered
- Feasibility assessment

#### **Phase 2: Planning**

- Detailed scope document
- Work breakdown structure (WBS)
- Timeline with milestones
- Resource allocation
- Risk assessment

**\*\*Phase 3: Execution\*\***

- Design and development
- Regular client check-ins
- Progress tracking

**\*\*Phase 4: Monitoring & Control\*\***

- Track against timeline and budget
- Change request management
- Quality assurance
- Status reports

**\*\*Phase 5: Closure\*\***

- Final delivery and handoff
- Client training
- Documentation
- Post-project review
- Lessons learned

---

**### 9.4 Communication & Reporting**

#### #### 9.4.1 Client Communication Schedule

- \*\*Kickoff Meeting\*\*: Day 1 (1-2 hours)
- \*\*Weekly Status Calls\*\*: Every Friday (30 minutes)
- \*\*Ad-hoc Updates\*\*: Via email or Slack as needed
- \*\*Monthly Executive Summary\*\*: Emailed 1st of month (for retainer clients)

#### #### 9.4.2 Status Report Contents

- Completed work this period
- Work planned for next period
- Risks and issues
- Budget status (if applicable)
- Next milestone date

#### #### 9.4.3 Escalation Path

- \*\*Level 1\*\*: Project Manager (response within 4 hours)
- \*\*Level 2\*\*: Department Head (response within 24 hours)
- \*\*Level 3\*\*: Director/VP (response within 48 hours)

---

### ### 9.5 Change Request Process

#### #### 9.5.1 When is a Change Request Needed?

- Adding new features outside original scope
- Significant design changes after approval
- Changing technology stack mid-project

- Major timeline shifts

#### #### 9.5.2 Change Request Form

Change Request #: \_\_\_\_\_ Project Name: \_\_\_\_\_ Requested By: \_\_\_\_\_ Date:

\_\_\_\_\_ Description of Change: [Detailed explanation]

Reason for Change: [Business justification]

Impact Assessment:

- Timeline Impact: [+X weeks]
- Budget Impact: [+PKR X]
- Resource Impact: [Additional developer needed]

Priority: [ ] Critical [ ] High [ ] Medium [ ] Low

Approval: Project Manager: \_\_\_\_\_ Date: \_\_\_\_\_ Client: \_\_\_\_\_ Date: \_\_\_\_\_

#### #### 9.5.3 Change Request Workflow

1. Client or team member submits change request
2. PM assesses impact (time, cost, resources)
3. PM discusses with client
4. Client approves or rejects
5. If approved: Update project plan and contract addendum
6. Implement change in next sprint/phase

---

### ## 9.6 Risk Management

#### #### 9.6.1 Common Project Risks

**\*\*Technical Risks\*\*:**

- Third-party API downtime or changes
- Technology compatibility issues
- Security vulnerabilities discovered
- Performance bottlenecks

**\*\*Resource Risks\*\*:**

- Team member unavailability (sick leave, resignation)
- Skill gaps in new technology
- Freelancer delays

**\*\*Client Risks\*\*:**

- Delayed feedback or approvals
- Scope creep
- Content not provided on time
- Changing requirements

**\*\*External Risks\*\*:**

- Payment gateway regulatory changes
- Currency fluctuations (international projects)
- Internet/infrastructure outages

#### #### 9.6.2 Risk Mitigation Strategies

- **\*\*Buffer Time\*\*:** Add 20% buffer to estimates
- **\*\*Backup Resources\*\*:** Cross-train team members
- **\*\*Clear Contracts\*\*:** Define scope, deliverables, client responsibilities

- **Regular Backups**: Code repo + database backups
- **Dependency Tracking**: Identify critical path items early

---

### ### 9.7 Quality Assurance Process

#### #### 9.7.1 Code Review

- All code peer-reviewed before merge
- Automated tests (unit tests, integration tests) where applicable
- Code quality tools (ESLint, Prettier, SonarQube)

#### #### 9.7.2 Testing Phases

1. **Unit Testing**: Individual component testing (developers)
2. **Integration Testing**: Component interaction testing
3. **System Testing**: End-to-end testing (QA team)
4. **User Acceptance Testing (UAT)**: Client testing
5. **Regression Testing**: After bug fixes or changes

#### #### 9.7.3 Bug Tracking

- Use Jira or ClickUp for bug logging
- Bug severity levels:
  - **Critical**: Site down, data loss, security breach
  - **High**: Major feature broken
  - **Medium**: Minor feature issue, workaround exists
  - **Low**: Cosmetic issues, nice-to-have fixes

---

### ### FAQs (Project Management)

\*\*Q1: How often do we communicate with clients?\*\*

A: Weekly status calls (Fridays), daily during critical phases, plus ad-hoc via email/Slack. (Source: Project\_Management\_Guide.pdf, Section 9.4.1)

\*\*Q2: What happens if project scope changes?\*\*

A: Submit a change request form, PM assesses impact, client approves, then we update timeline/budget. (Source: Project\_Management\_Guide.pdf, Section 9.5)

\*\*Q3: How do you handle bugs found after launch?\*\*

A: Bugs within warranty period (1-3 months) fixed free. Post-warranty bugs fixed under maintenance contract. (Source: Project\_Management\_Guide.pdf, Section 9.7.3)

---

## ## 10. Client\_Onboarding\_Guide.pdf

\*\*[DOC\_ID]\*\*: CLIENT\_ONBOARD\_010

### ### 10.1 Onboarding Process Overview

Smooth client onboarding ensures project success and sets clear expectations.

---

## ### 10.2 Onboarding Checklist

### #### 10.2.1 Pre-Kickoff (Before Contract Signing)

- Proposal approved
- Contract signed (both parties)
- 50% deposit invoice sent and paid
- Client added to CRM (HubSpot/Salesforce)
- Project channel created (Slack or Teams)
- Kickoff meeting scheduled

### #### 10.2.2 Kickoff Meeting Agenda (Day 1)

\*\*Duration\*\*: 1-2 hours

\*\*Attendees\*\*: Client stakeholders, Project Manager, Lead Developer/Designer

\*\*Agenda\*\*:

1. Introductions (15 min)
2. Project overview and goals review (15 min)
3. Roles and responsibilities (10 min)
4. Timeline and milestones (15 min)
5. Communication plan (10 min)
6. Tools and access setup (15 min)
7. Content and asset collection plan (15 min)
8. Q&A (15 min)

\*\*Deliverables\*\*:

- Meeting notes shared via email

- Action items assigned
- Next meeting scheduled

#### #### 10.2.3 Week 1: Information Gathering

**\*\*Client Questionnaire\*\*** (sent via Google Form or TypeForm):

**\*\*Brand & Business\*\*:**

- Company mission and values
- Target audience (demographics, pain points)
- Unique selling proposition (USP)
- Competitors (top 3-5)
- Brand guidelines (colors, fonts, logos)

**\*\*Website/Project Specific\*\*:**

- Websites you like (examples for inspiration)
- Websites you dislike (what to avoid)
- Must-have features
- Content: Existing copy, images, videos
- Integrations needed (CRM, email, payment gateways)

**\*\*Technical\*\*:**

- Domain name and registrar
- Current hosting provider (if redesign)
- Email hosting details
- Existing analytics tracking codes

**\*\*Access Credentials\*\*** (collected securely):

- Domain registrar login
- Hosting cPanel/FTP
- WordPress admin (if applicable)
- Google Analytics
- Google Search Console
- Social media accounts (for integration)

#### #### 10.2.4 Week 1-2: Initial Work

- Sitemap created and approved
- Wireframes designed (low-fidelity)
- Content outline shared (client fills in copy)
- Technical setup (dev environment, repo)

---

#### ### 10.3 Client Responsibilities Document

##### **\*\*We Need From You\*\*:**

1. **\*\*Timely Feedback\*\*:** Respond to design/development reviews within 3-5 business days
2. **\*\*Content Provision\*\*:** Provide text, images, videos by agreed deadlines
3. **\*\*Decision-Making\*\*:** Designate one point person for approvals
4. **\*\*Access\*\*:** Provide login credentials when requested
5. **\*\*Availability\*\*:** Attend scheduled meetings (or send delegate)

##### **\*\*Consequences of Delays\*\*:**

- If client feedback delayed > 2 weeks: Project timeline extended accordingly
- If content not provided: We may use placeholder content or delay launch

- No penalties for us if client-caused delays

---

### ### 10.4 Tools & Access Setup

#### #### 10.4.1 Communication Tools

- \*\*Slack/Teams\*\*: Invite client to dedicated project channel
- \*\*Email\*\*: Use project-specific email thread
- \*\*Video Calls\*\*: Zoom or Google Meet links shared

#### #### 10.4.2 Project Management

- \*\*Client Portal\*\*: Access to ClickUp or Asana board (view-only or collaborator)
- \*\*File Sharing\*\*: Google Drive folder (shared)

#### #### 10.4.3 Design Review

- \*\*Figma\*\*: Invite client to view designs and comment
- \*\*InVision\*\*: For interactive prototypes (if applicable)

#### #### 10.4.4 Staging Site

- \*\*URL\*\*: dev.clientname.com or staging.unisoftwares.pk/clientname
- \*\*Password\*\*: Provided via secure channel
- \*\*Purpose\*\*: Client reviews work-in-progress

---

### ## 10.5 Content Collection Strategy

#### #### 10.5.1 Content Checklist for Websites

##### **\*\*Homepage\*\*:**

- Headline (10-15 words)
- Subheadline (20-30 words)
- Hero image or video
- 3-5 key benefits/features
- Call-to-action (CTA) text

##### **\*\*About Page\*\*:**

- Company story (200-300 words)
- Team photos and bios
- Mission/vision statements
- Awards/certifications

##### **\*\*Services Pages\*\*:**

- Service descriptions (150-250 words each)
- Benefits/features
- Pricing (if applicable)
- Case studies or examples

##### **\*\*Contact Page\*\*:**

- Business address
- Phone number
- Email address
- Business hours

- Contact form questions

**\*\*Blog\*\*:**

- 3-5 initial blog posts (if content marketing included)

**\*\*Images\*\*:**

- Logo (high-resolution, vector if possible)
- Team photos (professional headshots)
- Product/service images
- Office photos (optional)
- Icons (or we source)

#### #### 10.5.2 Content Guidelines

- **Format**: Google Docs or Word documents
- **Naming**: "ClientName\_PageName\_Content.docx"
- **Images**: High resolution (minimum 1920px width for hero images)
- **Deadline**: 2 weeks from kickoff (or per agreed schedule)

---

#### ## 10.6 Approval Process

##### #### 10.6.1 Design Approvals

- Round 1**: Homepage mockup
- Client reviews and provides feedback
  - We revise (up to 3 rounds included)

**\*\*Round 2\*\*: Internal pages**

- After homepage approved, we design remaining pages
- Client reviews batch of 3-5 pages
- Revisions as needed

**\*\*Final Approval\*\*: Sign-off required before development starts**

#### **#### 10.6.2 Development Milestones**

**\*\*Milestone 1\*\*: Staging site ready (50% development complete)**

- Client reviews functionality
- Provides feedback on user experience

**\*\*Milestone 2\*\*: Content populated (80% complete)**

- All pages have final content
- Client reviews for accuracy

**\*\*Milestone 3\*\*: Final review (95% complete)**

- Last chance for minor tweaks
- Launch readiness checklist completed

**\*\*Milestone 4\*\*: Launch (100%)**

- Site goes live
- 30-day post-launch support begins

---

#### **### 10.7 Payment Schedule**

#### #### 10.7.1 Standard Payment Terms

\*\*50% Deposit\*\*: Upon contract signing (before work starts)

\*\*30% Mid-Project\*\*: At milestone 1 or 2 (design approval or development midpoint)

\*\*20% Final Payment\*\*: Before final launch/handoff

#### #### 10.7.2 Retainer Clients

- Monthly invoice sent 1st of month
- Payment due within 7 days
- Services paused if payment 15+ days overdue

#### #### 10.7.3 Late Payment Policy

- 7 days grace period
- After 7 days: 5% late fee applied
- After 15 days: Work paused
- After 30 days: Project terminated, deposit non-refundable

---

### ## 10.8 Post-Launch Support

#### #### 10.8.1 Warranty Period (Included)

\*\*Duration\*\*: 30 days after launch (varies by package)

\*\*Covered\*\*:

- Bug fixes (functional issues)
- Browser compatibility fixes

- Performance optimization (if issues arise)
- Emergency security patches

**\*\*Not Covered\*\*:**

- New features or design changes
- Content updates (beyond minor typo fixes)
- Third-party plugin/service issues
- Issues caused by client modifications

#### #### 10.8.2 Training

**\*\*Included Training\*\* (1-2 hours):**

- How to update content (WordPress, CMS)
- How to add blog posts
- How to manage products (e-commerce)
- Basic troubleshooting

**\*\*Format\*\*:** Screen-share session + recorded video for reference

#### #### 10.8.3 Transition to Maintenance

After warranty period:

- Offer maintenance plan (see [Web\\_Development\\_Service\\_Documentation.pdf](#), Section 8.5)
- OR provide as-needed support (hourly rate)

---

### ### FAQs (Client Onboarding)

**\*\*Q1: What information do I need to provide at the start?\*\***

A: Brand guidelines, website content, images, access credentials, and feedback on design preferences. (Source: Client\_Onboarding\_Guide.pdf, Section 10.2.3)

**\*\*Q2: How do I review design mockups?\*\***

A: We'll invite you to Figma where you can view designs and leave comments directly. (Source: Client\_Onboarding\_Guide.pdf, Section 10.4.3)

**\*\*Q3: What's the payment schedule?\*\***

A: 50% deposit upfront, 30% at mid-project milestone, 20% before launch. (Source: Client\_Onboarding\_Guide.pdf, Section 10.7.1)

---

**## 11. Content\_Writing\_Service\_Guide.pdf**

**\*\*[DOC\_ID]\*\*: CONTENT\_WRITING\_011**

**### 11.1 Content Writing Services**

Unisoftwares offers professional content writing for blogs, websites, marketing materials, and SEO.

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**### 11.2 Content Types & Pricing**

**#### 11.2.1 Blog Posts & Articles**

**\*\*Short-Form (500-800 words)\*\*:**

- Price: PKR 3,000 - 5,000 per article
- Use case: News updates, quick tips, social media long-form
- Turnaround: 2-3 days

**\*\*Medium-Form (1000-1500 words)\*\*:**

- Price: PKR 6,000 - 10,000 per article
- Use case: How-to guides, listicles, educational content
- Turnaround: 3-5 days

**\*\*Long-Form (2000-3000 words)\*\*:**

- Price: PKR 12,000 - 20,000 per article
- Use case: Ultimate guides, pillar content, in-depth analysis
- Turnaround: 5-7 days

**\*\*Features Included\*\*:**

- Keyword research and optimization
- SEO-friendly structure (headings, meta description)
- Plagiarism-free (Copyscape verified)
- 2 rounds of revisions
- Internal linking suggestions
- Royalty-free images sourced

**#### 11.2.2 Website Copy**

**\*\*Homepage\*\*:** PKR 8,000 - 15,000

**\*\*About Page\*\*:** PKR 5,000 - 10,000

**\*\*Service/Product Pages\*\*:** PKR 4,000 - 8,000 each

**\*\*Landing Page\*\*:** PKR 10,000 - 20,000 (conversion-optimized)

**\*\*Process\*\*:**

1. Discovery call (understand brand voice, audience, goals)
2. First draft delivered in 5-7 days
3. Client feedback
4. Revisions (up to 3 rounds)
5. Final copy delivered

#### **#### 11.2.3 E-commerce Product Descriptions**

**\*\*Short (50-100 words)\*\*:** PKR 500 - 1,000 per product

**\*\*Long (150-300 words)\*\*:** PKR 1,500 - 2,500 per product

**\*\*Bulk Discounts\*\*:**

- 10-50 products: 10% off
- 50-100 products: 15% off
- 100+ products: 20% off

#### **#### 11.2.4 Marketing Collateral**

**\*\*Email Newsletter\*\*:** PKR 4,000 - 8,000

**\*\*Case Study\*\*:** PKR 15,000 - 25,000 (1000-1500 words with data)

**\*\*White Paper\*\*:** PKR 40,000 - 80,000 (3000-5000 words, research-heavy)

**\*\*Press Release\*\*:** PKR 5,000 - 10,000

**\*\*Social Media Posts\*\*:** PKR 500 - 1,500 per post (caption + hashtags)

#### **#### 11.2.5 Technical Writing**

**\*\*API Documentation\*\*:** PKR 20,000 - 50,000 (depends on complexity)

**\*\*User Manuals\*\*:** PKR 30,000 - 100,000 (depends on product)

**\*\*Knowledge Base Articles\*\*:** PKR 5,000 - 12,000 per article

---

### ### 11.3 Content Writing Process

#### #### 11.3.1 Step 1: Brief & Research (Day 1-2)

- Client provides brief (or we create brief based on discussion)
- Content writer researches topic (competitor content, industry trends)
- Keyword research (identify target keywords)
- Outline created and shared with client (optional approval)

#### #### 11.3.2 Step 2: Writing (Day 3-5)

- First draft written following outline
- SEO optimization (keyword placement, readability)
- Fact-checking and citation (for data-heavy content)
- Internal peer review

#### #### 11.3.3 Step 3: Review & Revisions (Day 6-7)

- Draft sent to client for review
- Client provides feedback
- Revisions made (up to 3 rounds included)

#### #### 11.3.4 Step 4: Finalization & Delivery (Day 8)

- Final copy delivered in preferred format (Google Doc, Word, HTML)
- Meta description and title tag provided (for blog posts)

- Image suggestions or sourced images included

---

### ### 11.4 Content Strategy Services

#### #### 11.4.1 Monthly Content Retainer

**\*\*Starter Package\*\* (PKR 40,000/month):**

- 4 blog posts (1000-1500 words each)
- Keyword research
- Editorial calendar
- SEO optimization

**\*\*Growth Package\*\* (PKR 80,000/month):**

- 8 blog posts (1000-1500 words)
- 2 long-form articles (2000+ words)
- Social media content (20 posts)
- Monthly strategy call
- Performance reporting

**\*\*Enterprise Package\*\* (PKR 150,000/month):**

- 12 blog posts
- 4 long-form articles
- Social media content (40 posts)
- 1 case study or white paper
- Email newsletter (4 issues)
- Dedicated content strategist

- Bi-weekly strategy calls

#### #### 11.4.2 Content Strategy Consulting

**\*\*One-Time Strategy\*\* (PKR 50,000 - 100,000):**

- Content audit (existing content analysis)
- Competitor content analysis
- Content gap identification
- 6-month editorial calendar
- Content guidelines document
- Keyword mapping

**\*\*Ongoing Strategy\*\* (PKR 25,000 - 50,000/month):**

- Monthly editorial calendar updates
- Keyword research (ongoing)
- Content performance analysis
- Strategy adjustments
- Quarterly strategy workshops

---

### ## 11.5 SEO Content Guidelines

#### #### 11.5.1 Keyword Optimization

- **\*\*Primary Keyword\*\*:** Use in title, H1, first paragraph, naturally throughout (1-2% density)
- **\*\*Secondary Keywords\*\*:** Use in H2/H3 headings, sprinkle in body
- **\*\*LSI Keywords\*\*:** Related terms that support main topic
- **\*\*Avoid Keyword Stuffing\*\*:** Natural, readable writing first

#### #### 11.5.2 Content Structure

**\*\*Title Tag\*\*** (50-60 characters):

- Include primary keyword
- Make it compelling (include numbers, power words)
- Example: "10 Proven SEO Strategies to Double Your Traffic in 2025"

**\*\*Meta Description\*\*** (150-160 characters):

- Summarize article value
- Include primary keyword
- Call-to-action
- Example: "Discover 10 SEO strategies that helped our clients increase organic traffic by 200%. Actionable tips you can implement today."

**\*\*Headings\*\*:**

- H1: Main title (one per page)
- H2: Major sections
- H3: Subsections under H2
- H4: Further breakdown if needed

**\*\*Paragraphs\*\*:**

- 2-4 sentences per paragraph
- Use short sentences (15-20 words)
- Break up long blocks of text

**\*\*Readability\*\*:**

- 8th-grade reading level (Hemingway App score 8 or below)

- Active voice preferred
- Contractions okay (more conversational)

#### #### 11.5.3 Content Length by Intent

- \*\*Informational\*\* (how-to, guides): 1500-2500 words
- \*\*Commercial\*\* (product comparisons, reviews): 1000-2000 words
- \*\*Transactional\*\* (product pages, landing pages): 500-1000 words
- \*\*Navigational\*\* (about, contact): 300-500 words

---

### ## 11.6 Content Quality Standards

#### #### 11.6.1 Research & Accuracy

- Cite credible sources (government sites, academic journals, industry reports)
- Fact-check all statistics and claims
- No plagiarism (Copyscape and Grammarly checks)

#### #### 11.6.2 Originality

- 100% original content
- Unique perspective or insights
- Not rehashing competitor content word-for-word

#### #### 11.6.3 Brand Voice Consistency

- Match client's brand voice (professional, casual, friendly, authoritative)
- Use approved terminology and style
- Consistency across all content pieces

#### #### 11.6.4 Grammar & Spelling

- Proofreading by editor before client review
- Grammar check (Grammarly Premium)
- Spell check (US or UK English as specified)

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#### ### 11.7 Content Performance Metrics

##### #### 11.7.1 KPIs We Track (For Retainer Clients)

- \*\*Organic Traffic\*\*: From Google Analytics
- \*\*Keyword Rankings\*\*: Target keywords in top 10/20/50
- \*\*Engagement\*\*: Time on page, bounce rate
- \*\*Social Shares\*\*: How often content is shared
- \*\*Backlinks\*\*: Links earned from published content
- \*\*Conversions\*\*: Leads, sales attributed to content

##### #### 11.7.2 Monthly Reporting

- Traffic trends (MoM growth)
- Top performing articles
- Keyword ranking improvements
- Recommendations for next month

---

#### ## FAQs (Content Writing)

**\*\*Q1: How much does a blog post cost?\*\***

A: 500-800 words: PKR 3-5K. 1000-1500 words: PKR 6-10K. 2000-3000 words: PKR 12-20K.  
(Source: Content\_Writing\_Service\_Guide.pdf, Section 11.2.1)

**\*\*Q2: How many revisions are included?\*\***

A: Up to 3 rounds of revisions included in all packages. (Source:  
Content\_Writing\_Service\_Guide.pdf, Section 11.2.1)

**\*\*Q3: Do you offer content strategy services?\*\***

A: Yes, one-time strategy (PKR 50-100K) or ongoing monthly strategy (PKR 25-50K/month).  
(Source: Content\_Writing\_Service\_Guide.pdf, Section 11.4.2)

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**## 12. Social\_Media\_Marketing\_Guide.pdf**

**\*\*[DOC\_ID]\*\*: SOCIAL\_MEDIA\_012**

**### 12.1 Social Media Marketing Services**

Unisoftwares helps businesses grow their social presence, engage audiences, and drive conversions through strategic social media marketing.

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**### 12.2 Social Media Platforms We Manage**

#### #### 12.2.1 Facebook

- \*\*Best For\*\*: B2C brands, local businesses, community building
- \*\*Content Types\*\*: Posts, videos, stories, live streams, events
- \*\*Ad Types\*\*: Traffic, lead generation, conversions, engagement

#### #### 12.2.2 Instagram

- \*\*Best For\*\*: Visual brands, lifestyle, fashion, food, travel
- \*\*Content Types\*\*: Feed posts, reels, stories, IGTV
- \*\*Ad Types\*\*: Brand awareness, reach, engagement, shopping

#### #### 12.2.3 LinkedIn

- \*\*Best For\*\*: B2B, professional services, thought leadership
- \*\*Content Types\*\*: Text posts, articles, videos, documents
- \*\*Ad Types\*\*: Lead generation, website visits, engagement

#### #### 12.2.4 Twitter (X)

- \*\*Best For\*\*: News, tech, real-time engagement, customer service
- \*\*Content Types\*\*: Tweets, threads, polls, spaces
- \*\*Ad Types\*\*: Reach, engagement, followers

#### #### 12.2.5 TikTok

- \*\*Best For\*\*: Gen Z brands, entertainment, viral content
- \*\*Content Types\*\*: Short videos (15-60 seconds)
- \*\*Ad Types\*\*: In-feed ads, branded effects, hashtag challenges

#### #### 12.2.6 YouTube

- \*\*Best For\*\*: Long-form content, tutorials, product demos

- **Content Types**: Videos, shorts, live streams
- **Ad Types**: Skippable/non-skippable ads, bumper ads

---

### ### 12.3 Social Media Management Packages

#### #### 12.3.1 Starter Package (PKR 40,000/month)

**Platforms**: 2 platforms (Facebook + Instagram OR Facebook + LinkedIn)

**Deliverables**:

- 12 posts per month (6 per platform)
- Content calendar
- Caption writing + hashtags
- Stock images or client-provided images
- Basic engagement (respond to comments)
- Monthly performance report

**Best For**: Small businesses testing social media

#### #### 12.3.2 Growth Package (PKR 80,000/month)

**Platforms**: 3 platforms (Facebook + Instagram + LinkedIn OR +Twitter)

**Deliverables**:

- 24 posts per month (8 per platform)
- 4 reels or short videos per month
- Content calendar with strategic themes

- Custom graphics (Canva designs)
- Proactive engagement (liking, commenting on relevant posts)
- Influencer outreach (basic)
- Monthly performance report with insights

**\*\*Best For\*\*:** Growing businesses serious about social presence

#### #### 12.3.3 Premium Package (PKR 150,000/month)

**\*\*Platforms\*\*:** 4+ platforms (all major platforms)

**\*\*Deliverables\*\*:**

- 40+ posts per month (distributed across platforms)
- 8-12 reels or short videos
- Content calendar with campaign planning
- Professional graphics and design
- Community management (active engagement, DM responses)
- Influencer partnerships (1-2 per month)
- Social listening and reputation management
- Bi-weekly strategy calls
- Detailed monthly reporting with recommendations

**\*\*Best For\*\*:** Established brands or e-commerce with active audiences

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#### ### 12.4 Social Media Advertising (Paid Ads)

#### #### 12.4.1 Ad Management Services

**\*\*Setup Fee\*\*:** PKR 30,000 - 50,000 (one-time)

- Ad account setup
- Pixel installation
- Audience research
- Campaign strategy
- Ad creative design (3-5 variations)

**\*\*Monthly Management Fee\*\*:** 15-20% of ad spend (minimum PKR 40,000/month)

- Campaign setup and optimization
- A/B testing
- Performance monitoring
- Budget management
- Weekly reporting

**\*\*Minimum Ad Spend\*\*:** PKR 100,000/month (recommended for meaningful results)

#### #### 12.4.2 Ad Campaign Types

**\*\*Facebook/Instagram Ads\*\*:**

- **Awareness\*\*:** Reach, brand awareness
- **Consideration\*\*:** Traffic, engagement, video views, lead generation
- **Conversion\*\*:** Conversions, catalog sales, store traffic

**\*\*LinkedIn Ads\*\*:**

- **Sponsored Content\*\*:** Native ads in feed
- **Message Ads\*\*:** Direct messages to prospects

- **Lead Gen Forms**: Capture leads without leaving LinkedIn

**TikTok Ads**:

- **In-Feed Ads**: Native ads in For You page
- **TopView**: First ad users see when opening app
- **Branded Hashtag Challenge**: User-generated content campaigns

#### #### 12.4.3 Expected Results (Industry Benchmarks)

- **Cost Per Click (CPC)**: PKR 10 - 50 (depending on industry and targeting)
- **Cost Per Lead**: PKR 200 - 1,000 (varies widely)
- **Conversion Rate**: 1-5% (landing page dependent)

---

### ## 12.5 Content Creation Process

#### #### 12.5.1 Month 1: Strategy & Planning

- Brand voice and visual style definition
- Competitor analysis
- Audience persona development
- Content themes and pillars
- Monthly content calendar creation

#### #### 12.5.2 Weekly Content Production

**Monday-Tuesday**: Content creation

- Write captions
- Design graphics

- Record/edit videos

**\*\*Wednesday\*\*:** Client review

- Share content calendar for next week
- Get approvals

**\*\*Thursday-Friday\*\*:** Schedule posts

- Load content into scheduling tool (Buffer, Hootsuite, Meta Business Suite)
- Set optimal posting times

**\*\*Ongoing\*\*:** Engagement

- Monitor comments and respond
- Engage with followers' content
- Track performance

---

### ### 12.6 Social Media Strategy

#### #### 12.6.1 Content Pillars

Most effective social strategies use 4-5 content pillars:

**\*\*Example for E-commerce Brand\*\*:**

1. **\*\*Educational\*\*** (30%): Product tips, how-tos, industry insights
2. **\*\*Promotional\*\*** (20%): Sales, discounts, new products
3. **\*\*Inspirational\*\*** (20%): User-generated content, testimonials, success stories
4. **\*\*Entertainment\*\*** (20%): Memes, behind-the-scenes, trending content

## 5. \*\*Engagement\*\* (10%): Polls, questions, interactive content

### #### 12.6.2 Posting Frequency by Platform

- \*\*Facebook\*\*: 1-2 times per day
- \*\*Instagram\*\*: 1 feed post + 2-3 stories per day
- \*\*LinkedIn\*\*: 3-5 times per week
- \*\*Twitter\*\*: 3-5 tweets per day
- \*\*TikTok\*\*: 1-3 videos per day (for active growth)

### #### 12.6.3 Best Posting Times (Pakistan Time)

- \*\*Facebook\*\*: 9 AM, 1 PM, 7 PM
- \*\*Instagram\*\*: 11 AM, 2 PM, 8 PM
- \*\*LinkedIn\*\*: 8 AM, 12 PM, 5 PM (weekdays)
- \*\*Twitter\*\*: 9 AM, 12 PM, 6 PM

*\*(Note: Optimal times vary by audience; we test and optimize)\**

---

## ### 12.7 Social Media Analytics & Reporting

### #### 12.7.1 Key Metrics We Track

**\*\*Reach & Awareness\*\*:**

- Impressions
- Reach (unique users)
- Follower growth

**\*\*Engagement\*\*:**

- Likes, comments, shares
- Engagement rate (% of followers engaging)
- Click-through rate (CTR)

**\*\*Conversion\*\*:**

- Website clicks
- Leads generated
- Sales attributed to social

**\*\*Audience Insights\*\*:**

- Demographics (age, gender, location)
- Interests
- Active times

**#### 12.7.2 Monthly Report Contents**

- Executive summary (key wins and challenges)
- Follower growth graph
- Top performing posts (by engagement)
- Engagement rate trends
- Website traffic from social (Google Analytics)
- Competitor benchmarking
- Recommendations for next month

---

**### 12.8 Influencer Marketing**

#### #### 12.8.1 Influencer Tiers

##### \*\*Nano\*\* (1K-10K followers):

- Cost: Free products or PKR 5,000 - 20,000 per post
- High engagement rates (often 5-10%)

##### \*\*Micro\*\* (10K-100K followers):

- Cost: PKR 20,000 - 100,000 per post
- Niche audiences, authentic connections

##### \*\*Mid-Tier\*\* (100K-500K followers):

- Cost: PKR 100,000 - 500,000 per post
- Broader reach, still relatively affordable

##### \*\*Macro\*\* (500K-1M followers):

- Cost: PKR 500,000 - 2,000,000 per post
- Celebrity status in niche

##### \*\*Mega\*\* (1M+ followers):

- Cost: PKR 2,000,000+ per post
- Mainstream celebrities

#### #### 12.8.2 Influencer Campaign Process

1. \*\*Identify Influencers\*\*: Based on audience, niche, engagement rate
2. \*\*Outreach\*\*: DM or email pitch
3. \*\*Negotiate\*\*: Terms, deliverables, timeline, compensation
4. \*\*Brief\*\*: Provide campaign brief, key messages, hashtags

5. \*\*Content Review\*\*: Approve posts before publishing (optional)
6. \*\*Launch & Monitor\*\*: Track performance
7. \*\*Report\*\*: Analyze reach, engagement, conversions

---

### ### FAQs (Social Media Marketing)

\*\*Q1: How many posts per month are included?\*\*

A: Starter: 12 posts. Growth: 24 posts + 4 videos. Premium: 40+ posts + 8-12 videos. (Source: Social\_Media\_Marketing\_Guide.pdf, Section 12.3)

\*\*Q2: What's the minimum ad budget?\*\*

A: PKR 100,000/month ad spend + 15-20% management fee. (Source: Social\_Media\_Marketing\_Guide.pdf, Section 12.4.1)

\*\*Q3: Do you respond to comments?\*\*

A: Yes, basic engagement in Starter, proactive engagement in Growth/Premium packages. (Source: Social\_Media\_Marketing\_Guide.pdf, Section 12.3)

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### ## 13. E-commerce\_Solutions\_Guide.pdf

\*\*[DOC\_ID]\*\*: ECOMMERCE\_013

#### ### 13.1 E-commerce Development Services

Unisoftwares builds high-converting e-commerce stores optimized for sales and user experience.

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### ### 13.2 E-commerce Platforms

#### #### 13.2.1 Shopify

**\*\*Best For\*\*:** Fast setup, non-technical clients, dropshipping

**\*\*Pros\*\*:**

- Hosted platform (no server management)
- 100+ payment gateways
- Extensive app marketplace
- Built-in POS for retail

**\*\*Cons\*\*:**

- Monthly fees (\$29-\$299/month)
- Transaction fees (unless using Shopify Payments)
- Limited customization without coding

**\*\*Our Services\*\*:**

- Theme customization
- App integration
- Product upload
- SEO optimization
- Custom coding (Liquid)

**\*\*Pricing\*\*:** PKR 150,000 - 400,000 (setup) + monthly retainer optional

#### #### 13.2.2 WooCommerce (WordPress)

**\*\*Best For\*\*:** Content-heavy sites, full control, existing WordPress users

**\*\*Pros\*\*:**

- Free core plugin
- Highly customizable
- Integrate with WordPress blog
- No transaction fees

**\*\*Cons\*\*:**

- Requires hosting
- More technical maintenance
- Security responsibility

**\*\*Our Services\*\*:**

- Custom WooCommerce theme
- Payment gateway integration
- Shipping setup
- Product variations
- Plugin configuration

**\*\*Pricing\*\*:** PKR 250,000 - 600,000 (includes hosting first year)

#### #### 13.2.3 Custom E-commerce (Laravel/React)

**\*\*Best For\*\*:** Unique requirements, scalability, full control

**\*\*Pros\*\*:**

- Complete customization
- No platform limitations
- Ownership of codebase
- Scalable architecture

**\*\*Cons\*\*:**

- Higher upfront cost
- Longer development time
- Ongoing maintenance needed

**\*\*Our Services\*\*:**

- Custom design and UX
- Shopping cart & checkout
- Payment processing
- Inventory management
- Admin dashboard
- API development

**\*\*Pricing\*\*:** PKR 800,000 - 3,000,000+

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### 13.3 E-commerce Features Checklist

#### #### 13.3.1 Core Features (All Packages)

- Product catalog (unlimited products)
- Product categories and filters
- Shopping cart
- Checkout process
- Payment gateway integration
- Order management
- Customer accounts
- Email notifications (order confirmation, shipping)
- Mobile responsive
- SSL certificate

#### #### 13.3.2 Advanced Features (Optional)

- Multi-currency support
- Multi-language
- Subscription/recurring payments
- Product reviews and ratings
- Wishlist
- Live chat
- Abandoned cart recovery
- Loyalty points program
- Inventory tracking with low-stock alerts
- Advanced shipping rules
- Tax calculation by location
- Gift cards/vouchers

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### ### 13.4 Payment Gateway Integration

#### #### 13.4.1 Pakistan Payment Gateways

\*\*JazzCash\*\*:

- Mobile wallet integration
- Transaction fee: ~2-3%
- Setup: Merchant account required

\*\*Easypaisa\*\*:

- Mobile wallet + OTC payments
- Transaction fee: ~2-3%
- Setup: Business account

\*\*PayFast (Pakistan)\*\*:

- Credit/debit cards + wallets
- Transaction fee: 2.5% + PKR 5
- Setup: Business verification

\*\*Keenu\*\*:

- Credit/debit cards
- Transaction fee: 2.9% + PKR 5

#### #### 13.4.2 International Payment Gateways

\*\*Stripe\*\*:

- Credit/debit cards worldwide

- Transaction fee: 2.9% + \$0.30
- Best for: International clients

**\*\*PayPal\*\*:**

- Widely trusted
- Transaction fee: 2.9% + \$0.30 (USA), higher internationally
- Note: Limited in Pakistan (often requires workaround)

**\*\*Authorize.Net\*\*:**

- USA-focused
- Monthly fee + transaction fees

**\*\*2Checkout (now Verifone)\*\*:**

- Global payment processing
- Supports 200+ countries

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### ### 13.5 Shipping & Fulfillment

#### #### 13.5.1 Shipping Carriers (Pakistan)

- **TCS**: Nationwide, COD available
- **Leopards Courier**: Fast urban delivery
- **M&P (Pakistan Post)**: Economical
- **Call Courier**: Major cities

**\*\*Integration\*\*:**

- API integration for real-time rates
- Manual rate setup (flat rate, free shipping thresholds)

#### #### 13.5.2 Shipping Strategies

**\*\*Free Shipping\*\*:** Over PKR 2,000 order value (increases average order value)

**\*\*Flat Rate\*\*:** PKR 150-250 nationwide

**\*\*Calculated\*\*:** Based on weight/location

**\*\*Local Pickup\*\*:** For local customers

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### ### 13.6 E-commerce SEO

#### #### 13.6.1 Product Page Optimization

**\*\*Title Structure\*\*:** [Product Name] - [Key Feature] | [Brand]

- Example: "Nike Air Max 270 - Running Shoes for Men | Unisoftwares Store"

**\*\*Meta Description\*\*:** Include price, key features, CTA

- Example: "Buy Nike Air Max 270 running shoes for men at PKR 12,999. Free shipping over PKR 2,000. Shop now!"

**\*\*Product Description\*\*:**

- 300-500 words
- Include target keywords naturally
- Bullet points for features
- Use cases and benefits
- Size guides, care instructions

**\*\*Images\*\*:**

- High resolution (minimum 1000x1000px)
- Multiple angles
- Lifestyle images
- Alt text with keywords

**\*\*Schema Markup\*\*:**

- Product schema (name, price, availability, reviews)
- Breadcrumb schema
- Review schema

#### #### 13.6.2 Category Page Optimization

- Unique descriptions (200-300 words)
- Faceted navigation (filters)
- Internal linking to subcategories
- Optimized URLs (e.g., /men-running-shoes/ not /category-id-123/)

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#### ## 13.7 Conversion Rate Optimization (CRO)

##### #### 13.7.1 Best Practices

**\*\*Homepage\*\*:**

- Clear value proposition above fold
- Featured products/bestsellers
- Trust badges (secure checkout, money-back guarantee)

- Social proof (customer reviews, testimonials)

**\*\*Product Pages\*\*:**

- High-quality images (zoom functionality)
- Clear pricing
- Prominent "Add to Cart" button
- Urgency (limited stock, sale countdown)
- Cross-sells ("Frequently bought together")

**\*\*Checkout\*\*:**

- Guest checkout option
- Progress indicator
- Multiple payment options
- Security badges
- Exit-intent popup (abandoned cart)

**\*\*Mobile Optimization\*\*:**

- Thumb-friendly buttons
- Simplified navigation
- Fast load times (< 3 seconds)

#### #### 13.7.2 A/B Testing

We can test:

- CTA button colors and text
- Product image layouts
- Pricing display (was/now)
- Free shipping thresholds

- Checkout flow (one-page vs multi-step)

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### ### 13.8 E-commerce Analytics

#### #### 13.8.1 Key Metrics

##### **\*\*Sales\*\*:**

- Total revenue
- Average order value (AOV)
- Number of transactions

##### **\*\*Traffic\*\*:**

- Sessions
- Unique visitors
- Traffic sources (organic, paid, social, direct)

##### **\*\*Conversion\*\*:**

- Conversion rate (% of visitors who purchase)
- Cart abandonment rate
- Checkout abandonment rate

##### **\*\*Product Performance\*\*:**

- Best-selling products
- Products with high views but low sales (CRO opportunity)

##### **\*\*Customer\*\*:**

- New vs returning customers
- Customer lifetime value (CLV)

#### #### 13.8.2 Tools

- \*\*Google Analytics 4\*\*: Traffic and behavior
- \*\*Google Search Console\*\*: SEO performance
- \*\*Hotjar\*\*: Heatmaps, session recordings
- \*\*Platform Analytics\*\*: Shopify Analytics, WooCommerce Reports

**Q1: Which e-commerce platform is best for me?**

A: Shopify for quick setup and ease. WooCommerce for flexibility and content. Custom for unique needs and scale. (Source: E-commerce\_Solutions\_Guide.pdf, Section 13.2)

**Q2: What payment gateways can you integrate?**

A: JazzCash, Easypaisa, PayFast, Stripe, PayPal, Authorize.Net, and more. (Source: E-commerce\_Solutions\_Guide.pdf, Section 13.4)

**Q3: How much does an e-commerce site cost?**

A: Shopify setup: PKR 150-400K. WooCommerce: PKR 250-600K. Custom: PKR 800K-3M+. (Source: E-commerce\_Solutions\_Guide.pdf, Section 13.2)