

JOB OFFER LETTER

Dear Harini,

We are pleased to offer you employment as a **SEO Executive** at **Pluspoint Digital LLC**, subject to the following terms and conditions:

Joining date: TBC
Salary per Month: INR 15,000/-
Working Hours: 10hrs per day (Monday to Saturday)
Probation period: 6 Months

Additional Terms and Conditions:

1. **Attendance:** You are expected to adhere to the company's attendance policy and obtain prior authorization for any leave taken. As company is located in UAE, you are eligible for statutory holidays applicable in UAE only.
2. **Professional Conduct:** Maintain a positive and professional working relationship with your colleagues.
3. **Confidentiality:** Your role requires strict confidentiality. You must not disclose any information or knowledge related to the company or its shareholders, whether acquired during employment or otherwise, to anyone within or outside the organization.
4. **Performance Expectations:** We expect you to demonstrate a high level of initiative, efficiency, and resourcefulness in your work.
5. **Exclusive Employment:** During your employment with the company, you are not allowed to engage directly or indirectly in any other employment, business, or activities that may be detrimental to the company's interests.
6. **Non-Disclosure:** You are prohibited from sharing any confidential or sensitive information, including processes, technical know-how, security arrangements, administrative and organizational matters, during and after your employment.
7. **Notice of Resignation:** In the event of resignation, you are required to provide a notice period of at least 30 days.
8. **Return of Company Property:** Upon resignation or termination, you must return all company papers and documents in your possession that relate to the business or affairs of the company.
9. **Salary Payment:** Your salary will be directly deposited into your Indian Bank Account in INR.
10. **Reporting Structure:** You will report directly to the Senior SEO & Digital Marketing Specialist.
11. **Work Location:** Your current place of work will be at home, but you may be posted or transferred to any of the company's projects or establishments in India or abroad, at the sole discretion of management.
12. **Hardware and Software:** Please note that the company will not provide any hardware or software for your work. You are responsible for ensuring you have the necessary equipment and software to perform your duties effectively.
13. **Duty Time Monitoring:** The company reserves the right to monitor duty time if required. This may be done through assessment programs or software implemented by the company. Such monitoring aims to ensure compliance with work schedules and optimize productivity.

14. Compliance: You are required to comply with all company rules and regulations as they may be updated from time to time.
15. Termination: In the event of non-performance, fraud, dishonesty, disobedience, disorderly behaviour, negligence, indiscipline, unauthorized absence, or any violation of the terms stated in this letter, your employment may be terminated without notice, and the company may seek damages.
16. Gifts and Gratification: You are prohibited from accepting any presents, commissions, or gratifications in cash or kind from any individual, party, firm, or company that has dealings with our organization. If offered, you must promptly report it to management.
17. Company Property: You are responsible for the safekeeping and proper return of any company property that is under your use, custody, or charge.
18. The company observes and provides paid time off for UAE public holidays as per the official UAE government holiday calendar.

Your responsibilities includes:

- Conduct keyword research to optimize website content for search engines.
- Implement on-page SEO strategies, including optimizing meta tags, headings, and internal links.
- Monitor website performance using tools like Google Analytics and Search Console.
- Develop and implement link building strategies to improve website authority.
- Stay up-to-date with the latest SEO trends and algorithm updates.
- Track and report on SEO performance metrics, such as organic traffic and keyword rankings.
- Collaborate with content creators to ensure SEO best practices are integrated into content development.
- Optimize local SEO strategies for location-based search visibility.
- Provide recommendations for website improvements based on SEO best practices.
- Any other task given by the company, related to job.

If you agree to the terms and conditions outlined above, please sign this letter and return it to us.

We welcome you to the Pluspoint Digital LLC family and anticipate a productive and mutually beneficial collaboration.

I understand and accept the terms and conditions of employment as set out in the contract.

The Employer

Name: Rakhi Sithara
General Manager
For and on behalf of
Pluspoint Digital LLC

Signature:

Date: 19/06/2024

The Employee

Name: Harini A

Signature:

● **Date:**
Phone: +971501246202

● **Web:** www.pluspointdigital.com

● **Address:** Dubai, UAE

● **Mail:** info@pluspointdigital.com