**Post History Metrics Calculation**

* I retrieve the **max values** for the following metrics from the database:
  + Organic Traffic
  + Pages Per Session
  + Bounce Rate
  + Crawl Errors
  + Average Position
* If no data exists, the max value is set to 0.
* Every 12 hours, I fetch updated metrics from Google Search Console.
* The score for each metric is normalized using:
  + Normalized Score= (value/maxValue) \* 100
* Classification:
  + **No Traffic** → Score = 0
  + **Good** → Score ≥ 85
  + **Medium** → Score ≥ 50
  + **Bad** → Score < 50

**Domain Metrics Calculation**

After analyzing the selected URL and its associated pages, I extract:

* **Total Keywords**
* **Meta Tag Status**
* **Top Pages**
* **Page Visits**
* **Average Duration**
* **Bounce Rate**

Unlike post history metrics, these values are not normalized since I am not storing historical scores for each URL. To ensure fairness despite varying scales, I applied the following approach:

**Domain & Website Score Calculation**

Domain Score= (DomainTotal / TotalScore) \* 100

Website Score = (websiteTotal / totalScore) \* 100

**DVS Calculation**

Since both Domain Score and Website Score are equally important, a weighted formula is applied:

DVS=(Domain Score×0.5)+(Website Score×0.5)

**Metric Classification Criteria**

* **Total Keywords per Post**
  + **Good** → ≥ 15 keywords per post
  + **Medium** → 8 - 14 keywords per post
  + **Bad** → < 8 keywords per post
* **Meta Tag Status, Top Pages, Page Visits**
  + **Good** → ≥ 90% of total pages have the metric
  + **Medium** → ≥ 70% of total pages have the metric
  + **Bad** → < 70% of total pages have the metric
* **Bounce Rate**
  + **Good** → < 30%
  + **Medium** → 30% - 50%
  + **Bad** → > 50%
* **Average Duration Per Page**
  + **Good** → ≥ 5 seconds
  + **Medium** → 2 - 5 seconds
  + **Bad** → < 2 seconds

Since we never received the official formula from either you or Daniel, please let me know if this approach aligns with your expectations.

Thank you.