**Summary of Post History & Domain Metrics Calculation**

1. **Post History Metrics**
   * Metrics: **Organic Traffic, Pages Per Session, Bounce Rate, Crawl Errors, Average Position.**
   * Fetched every **12 hours** from Google Search Console.
   * Normalized score: **(value / maxValue) \* 100**
   * **Classification:**
     + **Good:** ≥ 85
     + **Medium:** ≥ 50
     + **Bad:** < 50
2. **Domain Metrics**
   * Metrics: **Total Keywords, Meta Tag Status, Top Pages, Page Visits, Avg Duration, Bounce Rate.**
   * Not normalized, but calculated using **Domain & Website Score:**
     + **Domain Score = (DomainTotal / TotalScore) \* 100**
     + **Website Score = (WebsiteTotal / TotalScore) \* 100**
   * **DVS (Domain Value Score) Formula:** (Domain Score×0.5)+(Website Score×0.5)
3. **Metric Classifications**
   * **Total Keywords:** Good (≥ 15), Medium (8-14), Bad (< 8).
   * **Meta Tags, Top Pages, Page Visits:** Good (≥ 90%), Medium (70-89%), Bad (< 70%).
   * **Bounce Rate:** Good (< 30%), Medium (30-50%), Bad (> 50%).
   * **Avg Duration:** Good (≥ 5s), Medium (2-5s), Bad (< 2s).

Since the formula was never provided, this approach was implemented. If adjustments are needed, they can be made once the correct formula is shared.