

Blog Post Title	Avg. Ranking Position	Ranking Score (30%)	Traffic Trend (Last 6-12 Months)	Traffic Score (30%)	Referring Domains	Backlink Score (20%)	Content Age	Freshness Score (20%)	Weighted Score	Priority
Beginner's Guide to Content Marketing	15	$3 \times 0.30 = 0.90$	Decreasing >20%	$1 \times 0.30 = 0.30$	2	$2 \times 0.20 = 0.40$	2 years	$2 \times 0.20 = 0.40$	2	Low
Advanced SEO Techniques for 2023	5	$4 \times 0.30 = 1.20$	Stable (+/-10%)	$3 \times 0.30 = 0.90$	12	$4 \times 0.20 = 0.80$	10 months	$4 \times 0.20 = 0.80$	3.7	Medium
The Ultimate Guide to Keyword Research	2	$5 \times 0.30 = 1.50$	Increasing >20%	$5 \times 0.30 = 1.50$	25	$5 \times 0.20 = 1.00$	1 year	$3 \times 0.20 = 0.60$	4.6	High
Social Media Trends for 2021	28	$2 \times 0.30 = 0.60$	Decreasing >20%	$1 \times 0.30 = 0.30$	0	$1 \times 0.20 = 0.20$	4 years	$1 \times 0.20 = 0.20$	1.3	Very Low
Email Marketing Benchmarks by Industry	8	$4 \times 0.30 = 1.20$	Stable (+/-10%)	$3 \times 0.30 = 0.90$	18	$4 \times 0.20 = 0.80$	18 months	$3 \times 0.20 = 0.60$	3.5	Medium