AI SEO In Detail

Keyword cannibalization — detect it, then decide

Episode 12 · Cannibalization
youtube.com/@AISEOInDetail

Two of your pages sharing a query is not a problem in itself. The test is: does the sharing hurt?

Shared query: two or more of your pages each get ≥ 10 % of its impressions

cannibalization.py scan · query + page, all rows, 28 days · share = page impressions ÷ sum of all pages for the query

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1 Position

Does the best page already rank in the top three or four?

YES → **STOP**

Whatever is happening, it isn't costing much. Leave it and re-check later.

NO ↓

2 Time

Plot impressions per page per day (cannibalization.py daily). Do the pages **take turns** — one up while the other goes down?

NO (parallel) → **HEALTHY OVERLAP**

Two results shown together. Leave it alone and watch whether that changes.

YES ↓

3 Intent

Open both pages. Are they answering the **same question for the same person**?

NO → **RE-TARGET**

Both deserve to exist: change the title, main heading and focus of one so each owns its own intent.

YES — a real case. Pick the fix by what the pages are:

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Two pages say roughly the same thing

MERGE

Keep the better address, move the useful content over, 301-redirect the other permanently. Most effective — and most final.

Both should exist, one should own the query

INTERNAL LINKS

Point internal links with the query's wording at the page you choose. Stop linking the other with that wording.

Near-identical versions (same list sorted two ways)

CANONICAL

Canonical tag on the copy pointing to the main page. It's a hint: Google can ignore it if the pages differ too much.

Before you merge anything

- ☐ List **every** query the page gets clicks from — it may win on five others.
- ☐ Move that content with care, or you fix one problem and create three.
- ☐ Read both pages yourself; don't decide from a tool's flag.

After a merge

- ☐ Update internal links to the page you kept, not through the redirect.
- ☐ Remove the old address from your sitemap.
- ☐ Keep the 301 for good. Expect a short dip — don't panic in week one.
- ☐ Measure the **query as a whole**, not each page separately.

The narration is AI-generated; the analysis and data are real.