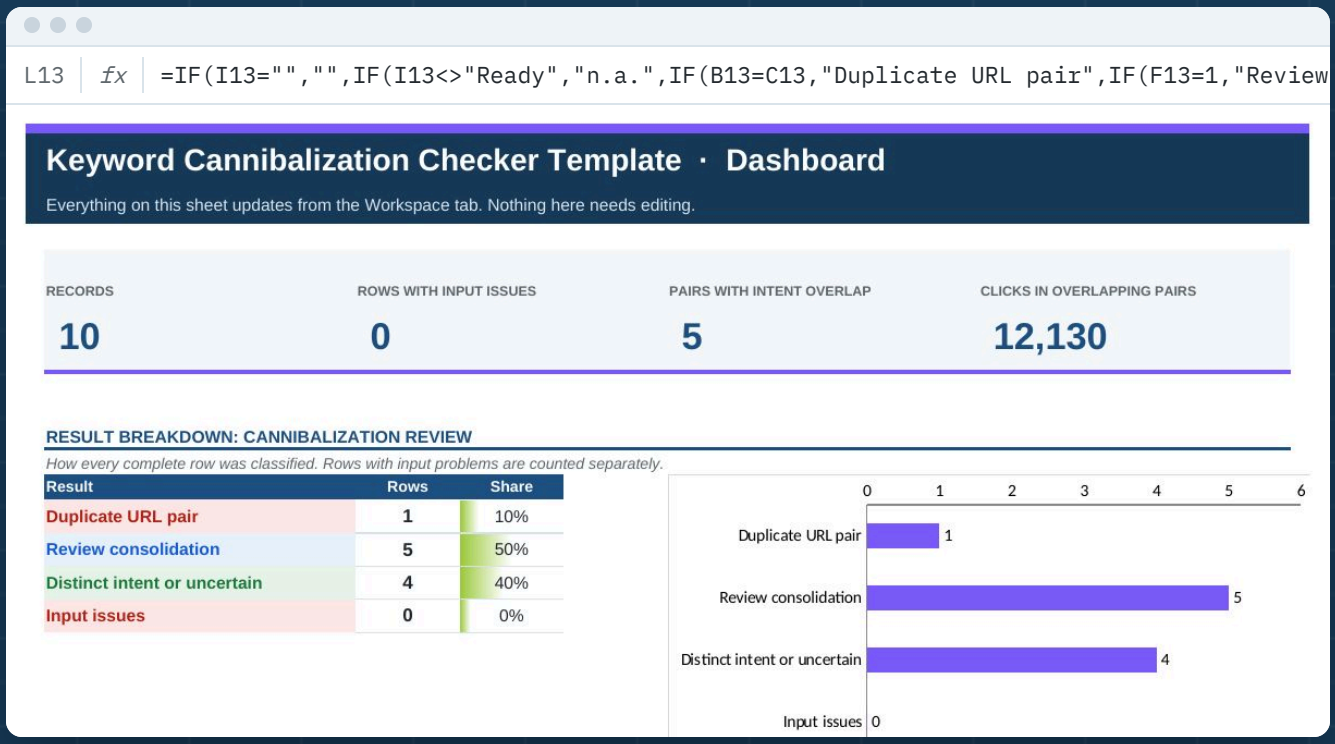
OptimizationTheory.com

Content SEO Toolkit, resource 22

Keyword Cannibalization Checker Template

Find queries splitting clicks across two URLs, check whether intent really overlaps and decide whether to consolidate.

Built for the DataForSEO API: Labs: Ranked Keywords



Jourdan Rombough, optimizationtheory.com

What this template decides

Which query and URL pairs are true cannibalization worth consolidating, which are distinct intents to leave alone, and which page should win.

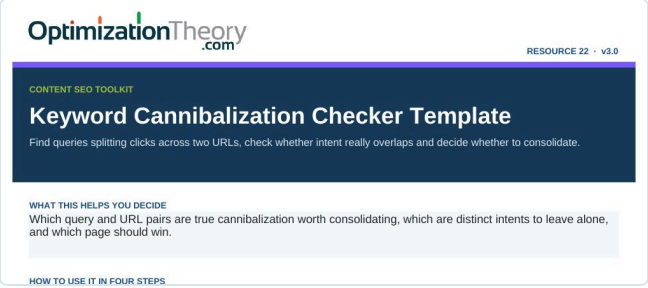
Keyword cannibalization is one of the most over-diagnosed problems in SEO. Two pages ranking for the same query isn't automatically bad; sometimes it's two different intents, sometimes it's Google testing, and sometimes you own two results on page one.

This keyword cannibalization template quantifies the split. For each query and URL pair it totals clicks, measures the smaller page's share, and asks you to confirm whether the intent truly overlaps. Only pairs with confirmed overlap are flagged Review consolidation, and you record the preferred URL so the fix is clear.

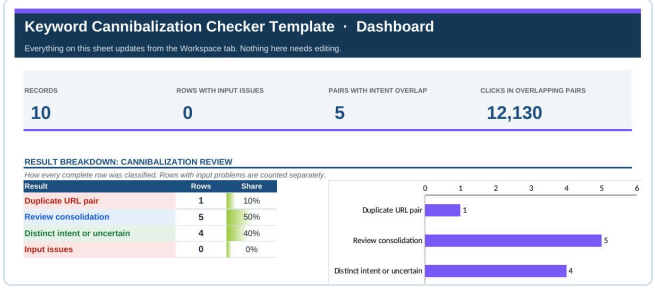
Who it's for

- SEOs investigating unstable rankings
- Content teams with overlapping blog posts
- Ecommerce sites where guides compete with categories
- Teams preparing a content audit or merge

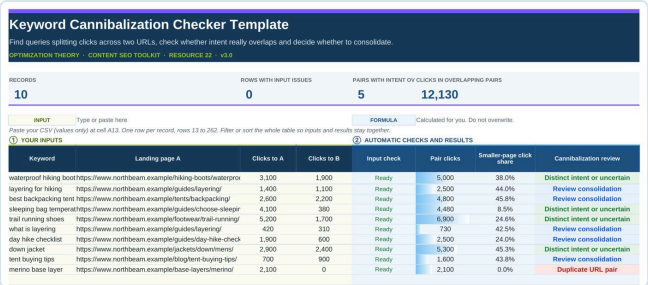
What's in the workbook



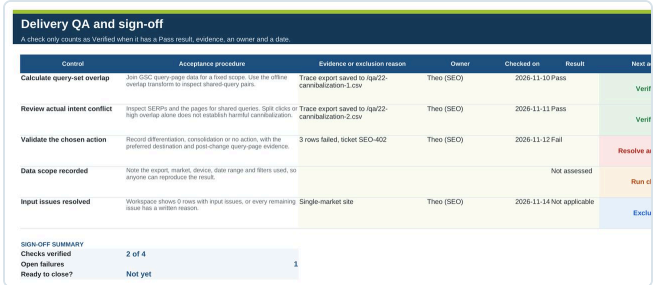
Start Here. Purpose, four-step setup and colour key.



Dashboard. KPIs, charts, Top 10 and an automatic action list.



Workspace. The working table, room for 250 rows.



Delivery QA. Evidence, owner and date for each validation step.

How the calculation works

Pair clicks = clicks A + clicks B. Smaller-page share = the smaller of the two ÷ pair clicks. Review = Duplicate URL pair if both URLs are the same, Review consolidation if intent overlap is 1, otherwise Distinct intent or uncertain.

The key formula, as written in the workbook

```
=IF(I13="","",IF(I13<>"Ready","n.a.",IF(B13=C13,"Duplicate URL pair",IF(F13=1,"Review consolidatio
n","Distinct intent or uncertain"))))
```

Result column	Plain-English formula	What it tells you
Pair clicks	Clicks to A+Clicks to B	Observed clicks to these two URLs for this query.
Smaller-page click share	IF(Pair clicks=0,"n.a.",MIN(Clicks to A,Clicks to B) ÷ Pair clicks)	Smaller share within this pair only.
Cannibalization review	IF(Landing page A=Landing page B,"Duplicate URL pair",IF(Intent overlap confirmed=1,"Review consolidation","Distinct intent or uncertain"))	Requires confirmed intent overlap before suggesting consolidation review.

The results you'll see

Duplicate URL pair | Review consolidation | Distinct intent or uncertain

Green means the row meets the checks, red means fix it first, amber needs a human review and blue marks an opportunity. Rows with missing or out-of-range inputs show in the Input check column and are left out of the results until fixed.

How to use it, step by step

1

Export query × page data

From Search Console, export queries with the pages that received clicks. Keep pairs where two URLs share a query.

2

Enter clicks per URL

One row per query with both URLs and their clicks.

3

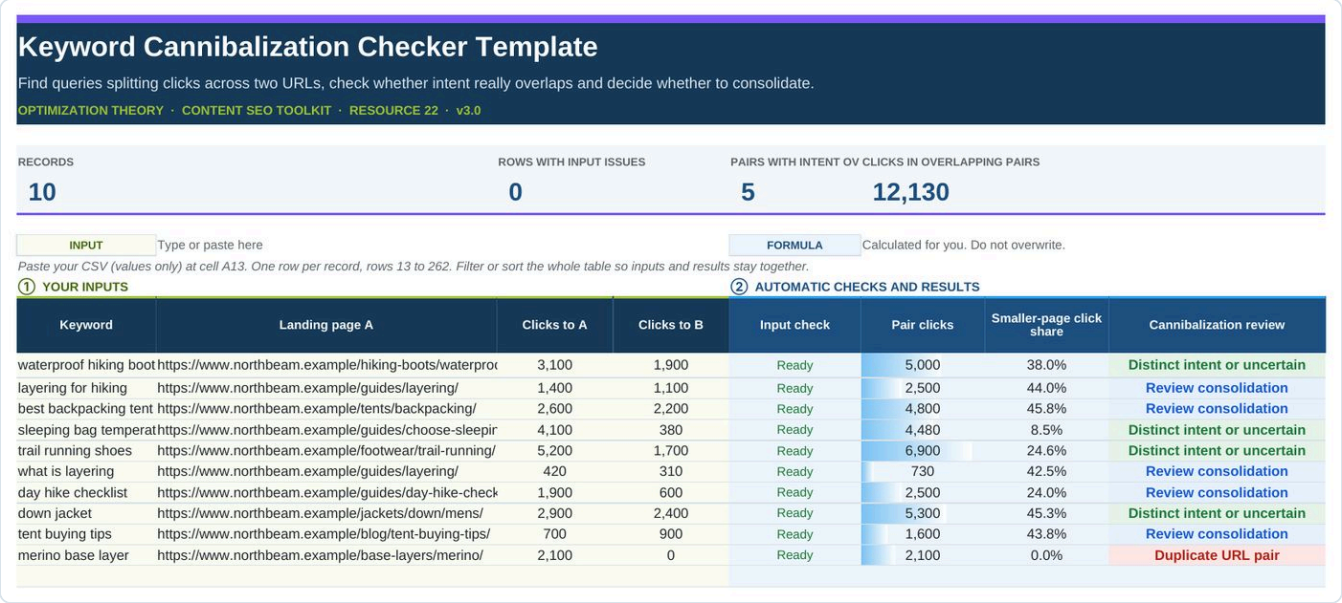
Judge intent overlap

Look at both pages and the SERP. Mark 1 only if they serve the same need.

4

Pick a winner and act

Set the preferred URL. Consolidate, re-target or add internal links pointing to the winner.



Keyword Cannibalization Checker Template

Find queries splitting clicks across two URLs, check whether intent really overlaps and decide whether to consolidate.

OPTIMIZATION THEORY · CONTENT SEO TOOLKIT · RESOURCE 22 · v3.0

RECORDS	ROWS WITH INPUT ISSUES	PAIRS WITH INTENT OV	CLICKS IN OVERLAPPING PAIRS
10	0	5	12,130

INPUT Type or paste here — FORMULA Calculated for you. Do not overwrite.

Paste your CSV (values only) at cell A13. One row per record, rows 13 to 262. Filter or sort the whole table so inputs and results stay together.

① YOUR INPUTS — ② AUTOMATIC CHECKS AND RESULTS

Keyword	Landing page A	Clicks to A	Clicks to B	Input check	Pair clicks	Smaller-page click share	Cannibalization review
waterproof hiking boot	https://www.northbeam.example/hiking-boots/waterpro	3,100	1,900	Ready	5,000	38.0%	Distinct intent or uncertain
layering for hiking	https://www.northbeam.example/guides/layering/	1,400	1,100	Ready	2,500	44.0%	Review consolidation
best backpacking tent	https://www.northbeam.example/tents/backpacking/	2,600	2,200	Ready	4,800	45.8%	Review consolidation
sleeping bag temperat	https://www.northbeam.example/guides/choose-sleepir	4,100	380	Ready	4,480	8.5%	Distinct intent or uncertain
trail running shoes	https://www.northbeam.example/footwear/trail-running/	5,200	1,700	Ready	6,900	24.6%	Distinct intent or uncertain
what is layering	https://www.northbeam.example/guides/layering/	420	310	Ready	730	42.5%	Review consolidation
day hike checklist	https://www.northbeam.example/guides/day-hike-check	1,900	600	Ready	2,500	24.0%	Review consolidation
down jacket	https://www.northbeam.example/jackets/down/mens/	2,900	2,400	Ready	5,300	45.3%	Distinct intent or uncertain
tent buying tips	https://www.northbeam.example/blog/tent-buying-tips/	700	900	Ready	1,600	43.8%	Review consolidation
merino base layer	https://www.northbeam.example/base-layers/merino/	2,100	0	Ready	2,100	0.0%	Duplicate URL pair

The Workspace tab with the worked example. Lime cells are inputs; blue cells are formulas.

Fill it with DataForSEO

This template is built to run on **DataForSEO Labs: Ranked Keywords**: every keyword a domain ranks for, with its ranking URL, position and volume.

Most of the data columns fill automatically. Add the business inputs listed below, then paste.

1. Request the data

```
POST https://api.dataforseo.com/v3/dataforseo_labs/google/ranked_keywords/live
[
  {
    "target": "yourdomain.com",
    "location_code": 2840,
    "language_code": "en",
    "limit": 1000
  }
]
```

2. Save the full JSON response

Save the complete response, not just the task ID, next to the template folder.

3. Convert it to the input CSV

The script in the Automation folder runs offline: no API call, no credentials.

```
python3 Automation/dataforseo_import.py import --template 22 --input response.json --output my-inputs.csv
```

Fills automatically	You add
Keyword, Landing page A	Landing page B, Clicks to A, Clicks to B, Intent overlap confirmed, Preferred destination

Source reference fills automatically with the task ID, endpoint, location, language, device and snapshot time, so every row is traceable. Paste the finished CSV at Workspace cell A13. Estimate the cost first with the DataForSEO Cost Calculator (template 38).

Input dictionary

Keep the CSV columns in this order and paste values at Workspace cell A13. A missing observation stays blank; use 0 only for a measured zero or a verified No.

CSV field	Column	Meaning and rule	Typical source
`keyword`	Keyword	Exact query in the selected country and language.	DataForSEO: keyword
`url_a`	Landing page A	First URL observed for this query.	DataForSEO: url
`url_b`	Landing page B	Second URL observed for the same query and window.	Your records or manual review
`clicks_a`	Clicks to A	GSC query-page clicks for URL A.	Your records or manual review
`clicks_b`	Clicks to B	GSC query-page clicks for URL B.	Your records or manual review
`intent_overlap`	Intent overlap confirmed	1 only after reviewing both pages and the actual SERP. 1 = Yes, 0 = No.	Your records or manual review
`preferred_url`	Preferred destination	Human choice after intent review. Enter UNDECIDED when unresolved.	Your records or manual review
`source_ref`	Source reference	Task ID, export filename and observation scope. Retain the untouched source response separately. Optional.	DataForSEO: source_ref

The worked example

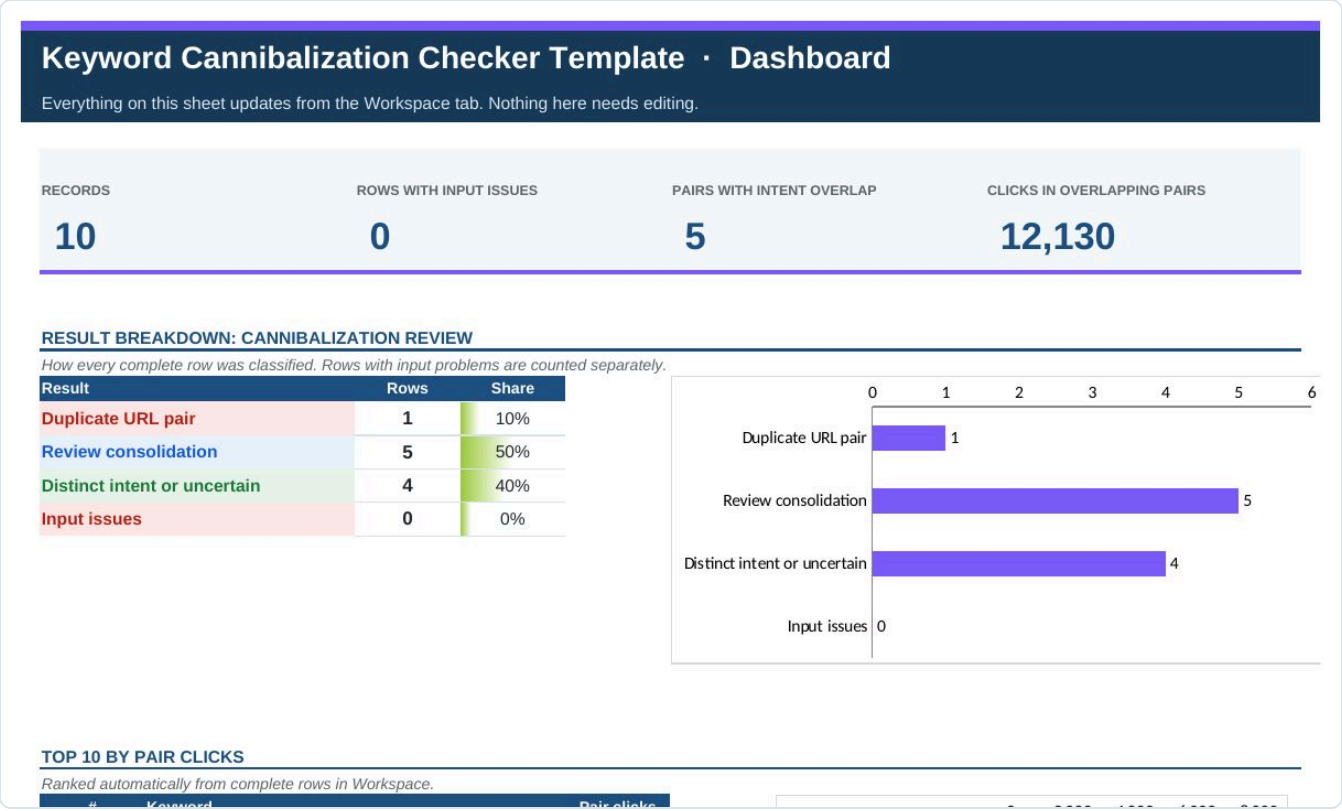
Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 10 example rows.

10	0	5	12,130
Records	Rows with input issues	Pairs with intent overlap	Clicks in overlapping pairs

Five example pairs have real overlap, like three separate layering posts. The 'waterproof hiking boots' pair is a product category and a care guide: different intents, leave them alone.

Top 10 by pair clicks

#	Keyword	Pair clicks
1	trail running shoes	6,900
2	down jacket	5,300
3	waterproof hiking boots	5,000
4	best backpacking tent	4,800
5	sleeping bag temperature rating	4,480



The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

Two ranking URLs can be beneficial. Pair split is a diagnostic, not proof that either page harms the other.

Limits. Do not sum pair clicks across overlapping pairs or queries with privacy-limited GSC data.

Mistakes to avoid

Merging pages with different intents. A category page and a how-to guide can share a query and both deserve to exist.

Deciding on one week of data. Use 90 days or more; Google rotates URLs during tests.

Consolidating without redirects. When you merge, 301 the loser to the winner and update internal links.

Tips from the field

Run the SERP overlap template on the query to confirm intent.

Fix the keyword map so the conflict doesn't reappear.

Watch the merged page for 4 to 8 weeks before judging.

Questions people ask

What is keyword cannibalization?

When two or more pages on your site compete for the same query and intent, splitting clicks and signals so neither performs as well as one strong page would.

How do I check for keyword cannibalization?

Export Search Console query and page data, find queries where multiple URLs get clicks, and check whether those pages serve the same intent.

Is keyword cannibalization always bad?

No. If the pages serve different intents, or you hold two strong positions, it may be fine.

How do I fix keyword cannibalization?

Merge and redirect, re-target one page to a different intent, or use internal links and the keyword map to make the preferred page clear.

Templates that work well with this one

Keyword Mapping Template

Assign every keyword to exactly one URL and catch conflicting assignments before they become cannibalization.

SERP Overlap Keyword Clustering Template

Decide whether two keywords belong on one page or two by measuring how much their Google results overlap.

Content Audit Template

Score every URL by lost clicks, conversions and links, choose keep, refresh, merge or retire, and catch the risky calls.

Internal Linking Opportunity Template

Score each source-to-target internal link by expected visits and contribution per hour, then verify it went live.

Content Decay Analysis Template

Separate lost impressions, lower CTR and falling demand, so you refresh the pages that really decayed.

Redirect Mapping Template

Map every old URL to its new home and verify each redirect: one permanent hop, a 200 page, no noindex, matching canonical.

Read the full tutorial online: **optimizationtheory.com/download-view/keyword-cannibalization-template/**
Get all six templates in the **Content SEO Toolkit**, or all 40 in the **Complete SEO & GEO Toolkit**.