Cannibalization audits

The method for deciding which page is the winner.

The problem: Two or more pages competed for the same query, and redirects were being made that killed pages still earning real traffic.

- Pick the keeper by search volume, existing traffic, link equity, and content quality — not by guesswork.
- Map Title and H1 overlap across the competing pages to show the actual collision.
- Mandatory GSC check on every redirect candidate — it must show 0 clicks in 28 days, or clicks whose intent matches the destination.
- **Deliverable: A keeper decision plus a GSC-verified redirect map.**

RESULT

Caught a 113-click page before a bad redirect → I built a GSC-verify gate so it can't recur