Keyword Cannibalisation: Why Your Website Might Be Shooting Itself in the Foot

Description

Let's talk about something that can mess up your website's chances of being seen online: keyword cannibalisation. It sounds complicated, but don't worry! We'll break it down in a way that makes sense. Imagine you're trying to get noticed in a crowded room, but everyone is shouting the same thing. That's what keyword cannibalisation feels like for your website.

What is Keyword Cannibalisation?

So, what exactly is keyword cannibalisation? It happens when you have multiple pages on your website trying to rank for the same keyword or phrase. Think of it like this: if you have three different dishes on a menu all called "The Best Burger," which one will people order? If someone searches for "The Best Burger," they'll be confused about which one to pick. The same goes for your website. When search engines look at your site, they don't know which page to show for that keyword, and this can hurt your chances of being found.

You might think that having more pages is better, but that's not always true. In the world of SEO (Search Engine Optimisation), it's all about quality, not quantity. If your pages are competing against each other, it's like a family arguing over who gets to be the favourite child—no one wins!

Why Does Cannibalisation Matter?

Let's dig a bit deeper into why this is a big deal. Imagine you've spent hours creating an awesome blog post. You've done your research, added cool images, and made it really engaging. But when you check how it's doing, it's stuck on the second or third page of Google search results. Meanwhile, another page on your site—maybe something you threw together quickly—has taken the top spot. Frustrating, right?

This happens because search engines get confused when multiple pages are targeting the same keyword. Instead of boosting your website's authority, you're spreading it too thin. It's like having four different teams in a football match, all wearing the same jersey. Who do you cheer for?

How to Spot Cannibalisation Issues

So, how do you figure out if keyword cannibalisation is messing with your site? Start by checking your content. Use tools like Google Search Console or SEMrush to see which keywords your pages are ranking for. Look for cases where more than one page is competing for the same keyword. You might be surprised at how often this happens!

Once you spot the offenders, it's time to do something about it. You don't need to delete everything; instead, think about combining similar pages into one strong article. This way, you create a single,

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powerful resource that's more likely to attract attention. Plus, your readers will appreciate having all the information in one place—no one likes hunting around for answers!

Tips to Fix Cannibalisation

Now that we know the problem, let's look at some ways to fix keyword cannibalisation. First, focus on making each page unique. Each page on your site should target a different keyword or phrase. You can still cover similar topics, but try to approach them from different angles. For example, if you have several articles about "digital marketing," one could focus on social media, another on email marketing, and a third on SEO. This way, you're reaching different audiences without competing against yourself.

Another great strategy is to improve your internal linking. This means linking to your best pages from other related content. By doing this, you're telling search engines which pages are the most important. It's like giving your readers a helpful map to navigate your site.

The Bigger Picture

As we explore keyword cannibalisation, remember that it's not just about keywords and rankings. It's about creating a great experience for your visitors. When you focus on delivering valuable, unique content, you're not just avoiding cannibalisation—you're building a loyal audience.

In the end, keyword cannibalisation is a reminder that we need to be smart and strategic with our content. So, next time you're writing a new blog post or page, think about how it fits into your website as a whole. Are you adding something new and exciting, or just repeating what's already there?

By focusing on quality and making sure each page has its own unique angle, you can help your website stand out. And who knows? Your content might just rise to the top, leaving the confusion behind. Happy writing!

CATEGORY

1. On All Things SEO

POST TAG

1. Keyword Cannibalisation

Category

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