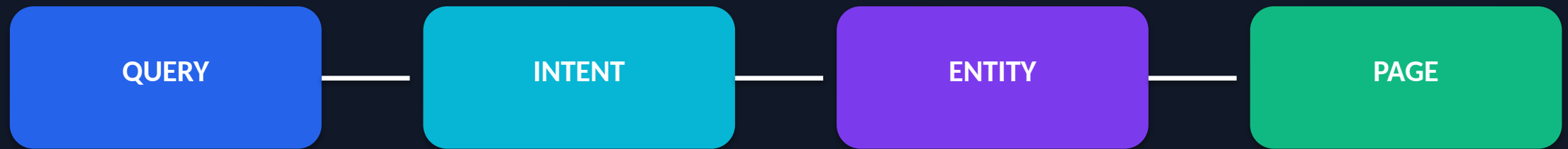


QDP

Query Deserves a Page

From keyword targeting → intent architecture → information experiences



QDF vs QDP

Two different questions about search demand

QDF — Query Deserves Freshness

Question:

“Does this query need newer information?”

Examples:

- India GDP 2026
- Google algorithm update
- Breaking news
- Newly launched product

Core idea: freshness matters because the underlying answer changes over time.

QDP — Query Deserves a Page

Question:

“Does this query represent a distinct enough intent to deserve its own page?”

Examples:

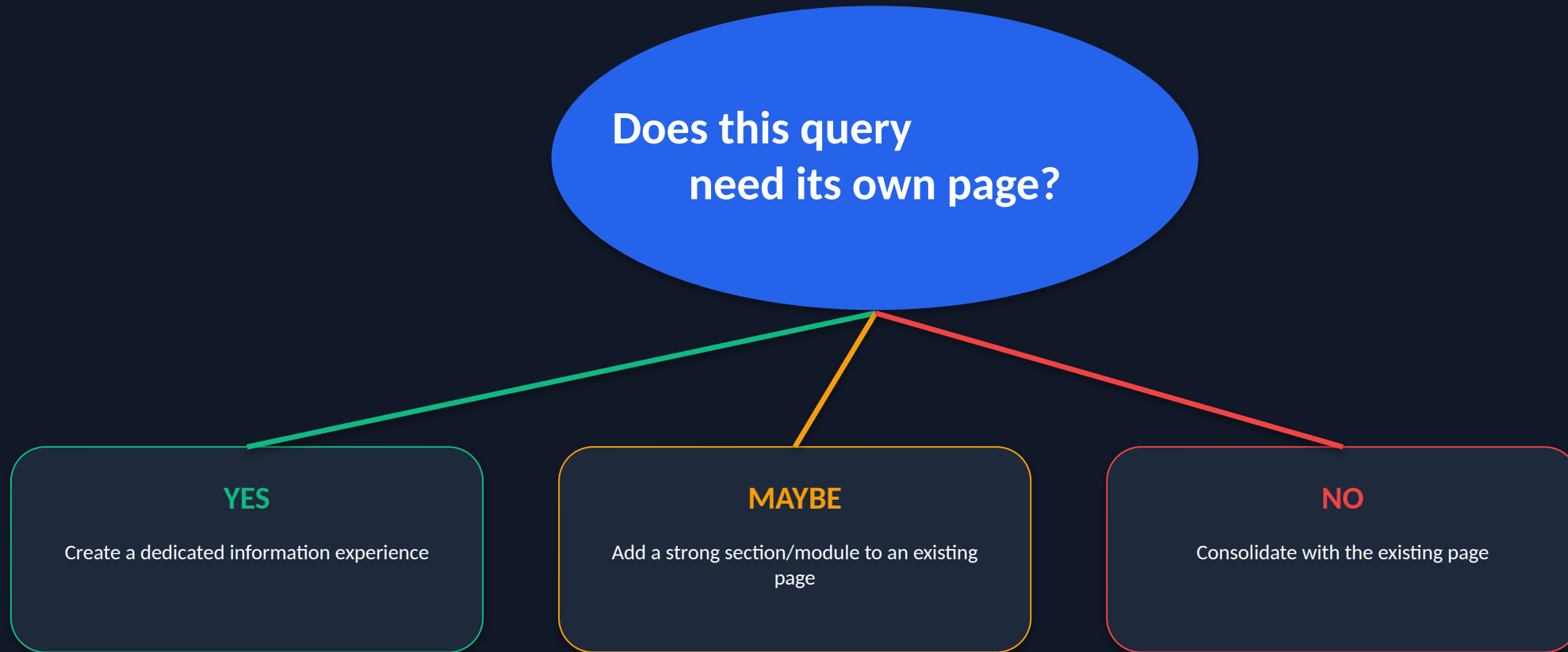
- Running shoes under ₹1,200
- Walking shoes under ₹1,200
- Shoes for standing all day

Core idea: page architecture should follow meaningful intent—not every keyword variation.

QDF = FRESHNESS | QDP = DISTINCT EXPERIENCE

What QDP Really Means

A practical SEO hypothesis, not a publicly documented Google ranking factor



The goal is not maximum page count. The goal is maximum useful coverage with minimum duplication.

How to Decide if a Query Deserves a Page

Use six signals before creating another URL

1

Intent difference

Is the user solving a different problem?

2

SERP difference

Does Google return a meaningfully different result set?

3

Entity difference

Is the product, brand, place or subject materially different?

4

Attribute difference

Is the decision based on a different attribute?

5

Journey difference

Would the next action be different?

6

Sufficiency

Can the current page fully satisfy the query?

Example: Footwear SEO Architecture

QDP prevents keyword-by-keyword page proliferation

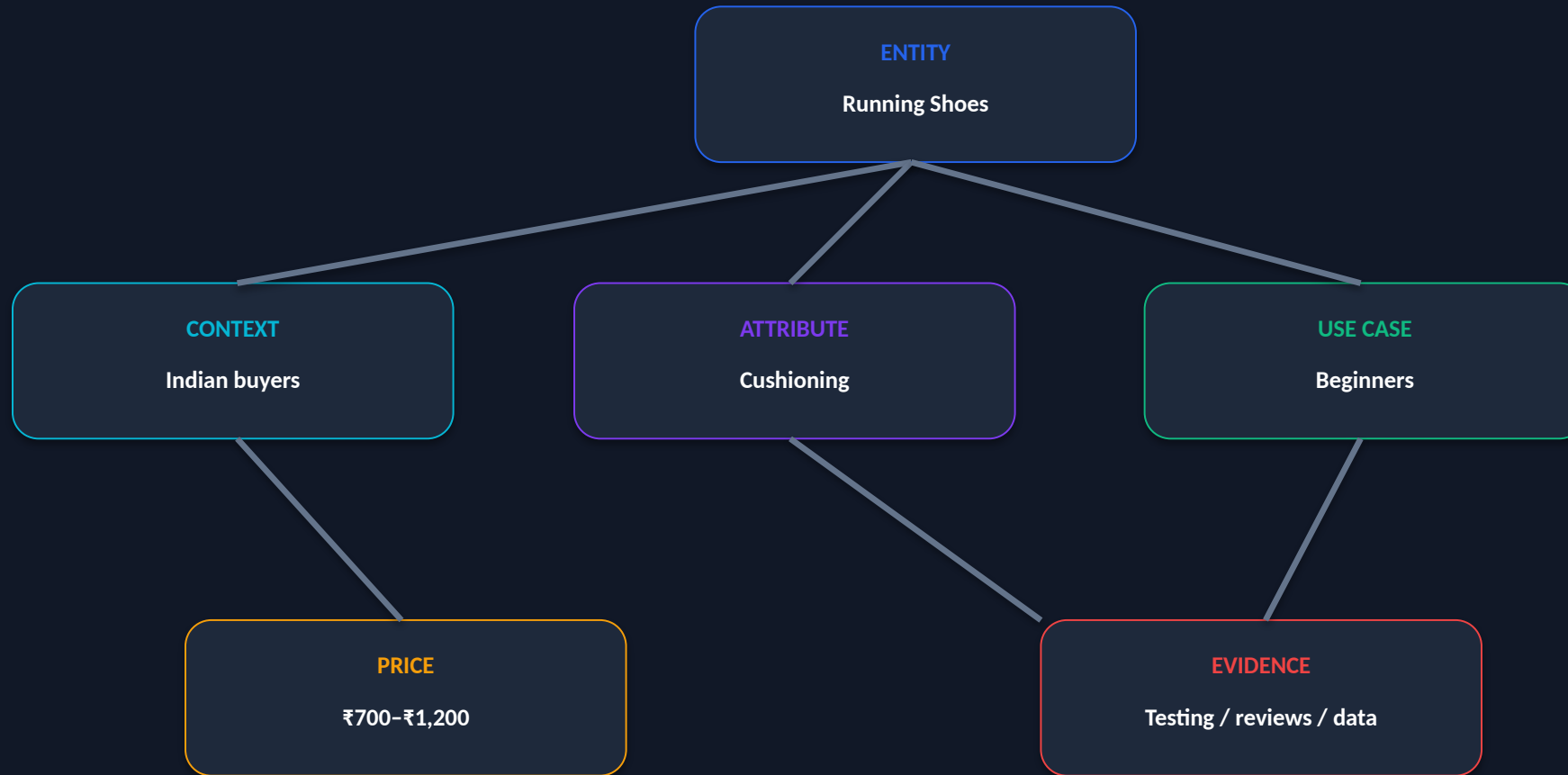
Best running shoes under ₹1,200 RUNNING / PRICE
Best walking shoes under ₹1,200 WALKING / PRICE
Best shoes for standing all day COMFORT / USE CASE
Cheap shoes ₹1,200 LIKELY SAME INTENT

QDP DECISION

Dedicated page	Distinct product intent
Dedicated page	Distinct product intent
Potential dedicated page	Different use case
Consolidate	Near-duplicate phrasing

QDP + Entity-Context Architecture

A page should represent a meaningful relationship, not just a keyword



Think: Entity → Context → Attribute → Use Case → Evidence → Decision

QDP in the Modern Search Funnel

From query discovery to ranking opportunity



QDP + Human Effort + GEO/AIO

A practical content architecture for 2026

QDP

Create a page when the query represents a distinct problem or decision.

HUMAN EFFORT

Add first-hand evidence, original analysis, visuals, testing, experience and useful detail.

GEO / AIO

Make entities, relationships, attributes, claims and evidence easy for search and AI systems to understand.

THE OPERATING PRINCIPLE

10,000 queries → 100 intent clusters → 100 meaningful information experiences

Google's current guidance emphasizes helpful, reliable, people-first content and warns against creating pages primarily to manipulate search.

Executive Takeaway

Use QDP as an architecture decision framework—not as a claimed Google ranking factor

Don't

Create a new URL for every keyword variation.

Do

Cluster queries by underlying intent and decision.

Don't

Assume every semantic variation deserves a page.

Do

Create distinct pages where the information need, SERP, entity or use case materially changes.

Do

Build original evidence and a satisfying page experience around each important intent.

Source note: QDF is an established historical Google concept; QDP is presented here as a practical SEO framework/hypothesis.

Google Search Central: helpful, reliable, people-first content; AI search guidance.