

Do two pages do the same job?

One row per page. Same question, reader and decision means the same job.

FICTIONAL EXAMPLE

A fictional CRM company's three pages.

PAGE	BUYER QUESTION	READER, STAGE	INTENT	DECISION IT HELPS	GOOGLE CANONICAL	DECISION
How to migrate from spreadsheets to a CRM (2024)	How do we move customer data from spreadsheets into a CRM?	Admin, ready to switch	Do	How to run the migration	This page	Keep, and fold in the checklist
Spreadsheet-to-CRM migration checklist (2025)	The same question	The same admin	Do	The same decision	The 2024 article	Merge into the 2024 article; 301
What is a CRM?	What is a CRM?	Earlier reader, still learning	Know	Whether they need a CRM	This page	Keep, and link to it

Decide

- 1

Same question, reader and decision?

Merge. Keep the URL with stronger links and history, move over what the other did better, redirect permanently, update internal links and log the date.
- 2

Meant to differ, but Google treats them as one?

Differentiate. Make each page clearly do its own job.
- 3

Different intent?

Keep both, and link them to each other.