THE DUDS ENTITY FRAMEWORK

DUDS

Distinguishable **U**nique well-**D**efined **S**ingular

Google doesn't show knowledge panels for duds.

The DUDS Entity Framework is a knowledge panel framework created by James Dooley, applied through the DUDS Test, which scores an entity on four criteria: Distinguishable, Unique, well-Defined and Singular.

Created by **James Dooley** Used within the **Define Your Entity** systems and processes

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THE FORMULA

What is the DUDS Entity Framework formula?

The DUDS Entity Framework formula is KGMID plus a DUDS Test pass plus search demand equals a Google knowledge panel. Passing the DUDS Test is necessary for a Google knowledge panel, but it is not enough on its own: an entity nobody searches for can pass all four criteria and still show no panel.

FOUNDATION
KGMID
Google knows the entity exists.

+

CONFIDENCE
DUDS pass
Google is sure enough to display it.

+

REASON
Search demand
People actually search for it.

=

OUTCOME
Google knowledge panel
The entity is shown in search.

THE GAP

Why is a KGMID not the same as a Google knowledge panel?

A KGMID is a Knowledge Graph Machine ID, and getting one is relatively easy. Google creates KGMIDs readily, often from a single structured source, and many entities hold one without ever showing a Google knowledge panel. The DUDS Entity Framework sits in the gap between the two.

EASY

A KGMID

Google has a record, such as `/g/11…`, and knows the entity exists. Several people with the same name can each have one.

HARD

A Google knowledge panel

Google is confident a search means this one entity, and enough people search for it to justify showing it.

THE FOUR CRITERIA

What are the four criteria of the DUDS Test?

The four criteria of the DUDS Test are Distinguishable, Unique, well-Defined and Singular. They come from wording used in multiple Google patents, which describe an entity as a thing or concept that is singular, unique, well-defined and distinguishable.

D

What does Distinguishable mean in the DUDS Test?

Distinguishable means Google can tell an entity apart from every other entity with a similar name. There are many people called James Dooley, and Google can give each of them a KGMID. Showing a Google knowledge panel for the search "James Dooley" is hard, because Google has to be confident which James Dooley the searcher means.

SIGNS OF FAILURE

- The name is shared with other people or brands
- Profiles carry no job title, location or industry
- Search results mix several people together
- No panel appears for the plain name search

HOW TO FIX IT

- One disambiguating descriptor used everywhere
- Links to unique related entities: companies, books, podcasts
- The same profile image on every platform
- Every profile tied to one entity home with sameAs schema

U

What does Unique mean in the DUDS Test?

Unique means one entity has exactly one record, not several competing versions. Unique applies to the entity, not the name. Several people called James Dooley each having their own KGMID is correct behaviour. The problem is one person or brand holding multiple KGMIDs, which splits the facts and leaves no record strong enough to earn a Google knowledge panel.

SIGNS OF FAILURE

- More than one KGMID for the same person or brand
- Old name variants still live
- Duplicate Wikidata items
- Several about pages saying different things

HOW TO FIX IT

- One canonical name and one entity home
- Old profiles updated or redirected
- Duplicate Wikidata items merged
- Every third-party mention pointing to one source of truth

D

What does well-Defined mean in the DUDS Test?

Well-defined means an entity has clear, consistent and corroborated attributes that Google can store and display as facts. A one-line bio is defined. A well-defined entity has a clear type, a description, dates, roles, locations and relationships, all confirmed by independent sources. A Google knowledge panel is built from these facts, so thin or conflicting facts leave Google nothing reliable to show.

SIGNS OF FAILURE

- Vague or changing bios
- Missing or wrong schema type
- Facts that contradict each other across profiles
- Claims with no third-party proof

HOW TO FIX IT

- A Brand SSOT (single source of truth)
- Correct schema type and properties on the entity home
- An identical bio on every platform
- Key facts corroborated with Claim > Frame > Prove

S

What does Singular mean in the DUDS Test?

Singular means an entity represents one thing only, not a blend of several. The most common failure is a person and their company merging into one fuzzy entity, where Google can't tell whether a fact belongs to the founder or the business. A blended entity rarely earns a Google knowledge panel because Google can't decide what type of panel to show.

SIGNS OF FAILURE

- One website for both a person and a company
- Personal social accounts used as brand accounts
- Bios that switch between "I" and "we"

HOW TO FIX IT

- Each entity gets its own entity home and schema type
- Personal and brand profiles kept separate
- Connections made through founder, author or owner relationships

RUN THE TEST

How is the DUDS Test scored?

The DUDS Test scores each of the four criteria as Pass, Partial or Fail. Any Fail makes the entity a dud. Any Partial marks where work is needed. Four Passes means the entity is panel-ready, and the remaining factor is search demand. Use the scorecard below to score any entity.

CRITERION	PASS	PARTIAL	FAIL
Distinguishable	☐	☐	☐
Unique	☐	☐	☐
well-Defined	☐	☐	☐
Singular	☐	☐	☐

Any Fail It's a dud **Any Partial** Work needed **Four Passes** Panel-ready

THE WORKFLOW

In what order should the DUDS Test be fixed?

The DUDS Test should be fixed in the order Singular, Unique, well-Defined, then Distinguishable. The acronym is ordered for memory, not for workflow, because distinguishability depends on the other three already being in place.

STEP 1

Singular

Separate blended person and brand entities.

STEP 2

Unique

Remove duplicate records for the same entity.

STEP 3

well-Defined

Build out and corroborate the facts.

STEP 4

Distinguishable

Disambiguate from everyone sharing the name.

THE HARD ONE

Why is Distinguishable the hardest criterion to pass?

Distinguishable is the hardest criterion to pass because it is the point where Google decides whether a search clearly refers to one entity. An entity can be singular, unique and well-defined and still show no Google knowledge panel if its name is shared. Common personal names and generic brand names fail here most often.

Most entities don't fail on popularity.
They fail on distinguishability.

BEYOND THE PANEL

Does the DUDS Test matter if an entity never gets a Google knowledge panel?

The DUDS Test still matters without a Google knowledge panel because AI systems rely on the same entity understanding. An entity that fails the DUDS Test risks ChatGPT, Gemini and AI Overviews attaching the wrong facts, mixing it up with someone of the same name, or ignoring it. Passing the DUDS Test supports Answer Engine Optimisation (AEO), Generative Engine Optimisation (GEO) and Decision Engine Optimisation (DEO) before any panel appears.

WHERE IT SITS

How does the DUDS Entity Framework fit with other James Dooley frameworks?

The DUDS Entity Framework is the panel-readiness stage between creating a KGMID and strengthening an entity with the Clarity > Consistency > Confidence

framework and the 125-point Entity Confidence Score used by Define Your Entity.

STAGE 1

KGMID

Does Google know this entity exists?

STAGE 2

The DUDS Test

Is Google confident enough to show it?

STAGE 3

Entity Confidence Score

How strong is it, out of 125?

KEY TAKEAWAYS

What should every entity owner remember?

- Getting a KGMID is easy. Getting a Google knowledge panel is not.
- Google doesn't show knowledge panels for duds. Is your entity a DUD?
- Distinguishable, Unique, well-Defined, Singular. Fail one and the panel stays hidden.

The DUDS Entity Framework and the DUDS Test were created by **James Dooley**.

Used within the **Define Your Entity** systems and processes.