



# Website Analysis: professor-murmann.info

Generated on March 02 2026 06:55 AM



The score is 43/100







## SEO Content

|    | Title              | Professor Johann Peter Murmann's Blogs<br>Length : 38<br>Perfect, your title contains between 10 and 70 characters.  |    |    |    |    |    |    |   |   |   |   |   |   |
|----|--------------------|--|----|----|----|----|----|----|---|---|---|---|---|---|
|    | Description        | In his blogs Professor Johann Peter Murmann's writes about new ideas for teaching and research in management.<br>Length : 111<br>Great, your meta description contains between 70 and 160 characters.  |    |    |    |    |    |    |   |   |   |   |   |   |
|    | Keywords           | Murmann Blog, Johann Peter Murmann Blog, Mobile Site, Individual Psychology, Group Behavior, Firms, Management, Strategy, Innovation, Entrepreneurship, Courses, Johann Peter Murmann, Weblogs, Blogs<br>Good, your page contains meta keywords. |    |    |    |    |    |    |   |   |   |   |   |   |
|    | Og Meta Properties | This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.  |    |    |    |    |    |    |   |   |   |   |   |   |
|    | Headings           | <table border="1"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>                    | H1 | H2 | H3 | H4 | H5 | H6 | 0 | 0 | 0 | 0 | 0 | 0 |
| H1 | H2                 | H3   | H4 | H5 | H6 |    |    |    |   |   |   |   |   |   |
| 0  | 0                  | 0  | 0  | 0  | 0  |    |    |    |   |   |   |   |   |   |
|    | Images             | We found 62 images on this web page.<br>2 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.   |    |    |    |    |    |    |   |   |   |   |   |   |
|    | Text/HTML Ratio    | Ratio : 2%<br>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.   |    |    |    |    |    |    |   |   |   |   |   |   |

## SEO Content

|  |        |  |
|--|--------|--|
|  | Flash  | Perfect, no Flash content has been detected on this page.  |
|  | Iframe | Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed. |

## SEO Links

|  |                         |  |
|--|-------------------------|--|
|    | URL Rewrite             | Good. Your links looks friendly!   |
|    | Underscores in the URLs | We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO. |
|    | In-page links           | We found a total of 89 links including 1 link(s) to files                                      |
|  | Statistics              | External Links : noFollow 0%<br>External Links : Passing Juice 29.21%<br>Internal Links 70.79% |

## In-page links

| Anchor  | Type     | Juice         |
|---|----------|---------------|
| <a href="#">Welcome to My Blogs</a>                     | Internal | Passing Juice |
| <a href="#">Teaching Blog</a>                           | Internal | Passing Juice |
| <a href="#">Research Blog</a>                           | Internal | Passing Juice |
| <a href="#">forecasting-strategy.ch</a>                 | External | Passing Juice |
| <a href="#">AI blog</a>                                 | External | Passing Juice |
| <a href="#">Charles Tilly's Writings on Methodology</a> | Internal | Passing Juice |
| <a href="#">Under Construction</a>                      | Internal | Passing Juice |
| <a href="#">Research Focus on Auto Industry</a>         | Internal | Passing Juice |
| <a href="#">auto-future.org</a>                         | External | Passing Juice |
| <a href="#">Innovation</a>                              | Internal | Passing Juice |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">Management</a>  | Internal | Passing Juice |
| <a href="#">My presentation at Darwin Club: Evolutionary Theory in Strategic Management</a>   | Internal | Passing Juice |
| <a href="#">Lectures</a>  | Internal | Passing Juice |
| <a href="#">New Competition in the auto industry: Incumbents versus startups</a>  | Internal | Passing Juice |
| <a href="#">A Capabilities Framework for Dynamic Competition: Assessing the Relative Chances of Incumbents, Start-Ups, and Diversifying Entrants</a>              | External | Passing Juice |
| <a href="#">Exploring the structure of internal combustion engine and battery electric vehicles: implications for the architecture of the automotive industry</a> | External | Passing Juice |
| <a href="#">Writing</a>   | Internal | Passing Juice |
| <a href="#">Forum on 'The Rise of China's Digital Economy'</a>  | Internal | Passing Juice |
| <a href="#">Download Forum</a>  | External | Passing Juice |
| <a href="#">China</a>   | Internal | Passing Juice |
| <a href="#">Economics</a>   | Internal | Passing Juice |
| <a href="#">Adam Grant on the Four Deadly Sins of Culture</a>   | Internal | Passing Juice |
| <a href="#">Worklife Podcast</a>  | External | Passing Juice |
| <a href="#">Heidelberg Cements sets serious environmental targets</a>   | Internal | Passing Juice |
| <a href="#">Gobal Strategy</a>  | Internal | Passing Juice |
| <a href="#">Strategy Implementation - 782</a>   | Internal | Passing Juice |
| <a href="#">Topics</a>  | Internal | Passing Juice |
| <a href="#">Institutionalizing Change</a>   | Internal | Passing Juice |
| <a href="#">Guerrin feels mission and vision is not sufficient.</a>   | Internal | Passing Juice |
| <a href="https://www.guerin.pt/en/about-us/">https://www.guerin.pt/en/about-us/</a>   | External | Passing Juice |
| <a href="#">Topics</a>  | Internal | Passing Juice |
| <a href="#">Fundamental Objective</a>   | Internal | Passing Juice |
| <a href="#">Strategic Management 1</a>  | Internal | Passing Juice |
| <a href="#">Topics</a>  | Internal | Passing Juice |
| <a href="#">Fundamental Objective</a>   | Internal | Passing Juice |
|   |          |               |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Strategic Management 4</a>   | Internal | Passing Juice |
| <a href="#">Topics</a>   | Internal | Passing Juice |
| <a href="#">Fundamental Objective</a>  | Internal | Passing Juice |
| <a href="#">Renault Faces only bad decision about its business in Russia</a>           | Internal | Passing Juice |
| <a href="#">International Politics</a>   | Internal | Passing Juice |
| <a href="#">Purpose and the Employee</a>   | Internal | Passing Juice |
| <a href="#">the full story</a>   | External | Passing Juice |
| <a href="#">Psychology</a>   | Internal | Passing Juice |
| <a href="#">China Innovation Capacity Growth Index 2015 and 2020</a>                   | Internal | Passing Juice |
| <a href="#">China Innovation Capacity Growth Index 2015 and 2020</a>                   | External | Passing Juice |
| <a href="#">My Writings on Chinese Firms and Innovation in the Chinese Economy</a>     | Internal | Passing Juice |
| <a href="#">one place</a>  | Internal | Passing Juice |
| <a href="#">Publications</a>   | Internal | Passing Juice |
| <a href="#">Excerpt from Last Interview with Jim March</a>                             | Internal | Passing Juice |
| <a href="#">full interview</a>   | External | Passing Juice |
| <a href="#">Methodology</a>  | Internal | Passing Juice |
| <a href="#">How Philco-Ford imagined in 1967 what daily life would be like in 1999</a> | Internal | Passing Juice |
| <a href="#">Wikipedia</a>  | External | Passing Juice |
| <a href="#">A Fly on the Wall in a Fearless Organization</a>                           | Internal | Passing Juice |
| <a href="#">The Fearless Organization</a>  | External | Passing Juice |
| <a href="#">Psychology Today</a>   | External | Passing Juice |
| <a href="#">Aenne Burda Doku</a>   | Internal | Passing Juice |
| <a href="#">Biographies</a>  | Internal | Passing Juice |
| <a href="#">225 Zufällige Worte (225 Random Words in German) für Brainstorming</a>     | Internal | Passing Juice |
| <a href="#">Excel Tabelle</a>  | External | Passing Juice |
| <a href="#">Design Thinking</a>  | Internal | Passing Juice |
| <a href="#">Topics</a>   | Internal | Passing Juice |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Creativity</a>   | Internal | Passing Juice |
| <a href="#">McDonald's finds success with going back to basics</a>   | Internal | Passing Juice |
| <a href="#">Economist.com</a>  | External | Passing Juice |
| <a href="#">Strategy Evolution: Historical Firm Cases</a>  | Internal | Passing Juice |
| <a href="#">Firm Histories</a>   | Internal | Passing Juice |
| <a href="#">Turnarounds</a>  | Internal | Passing Juice |
| <a href="#">Peter Hessler: How China Controlled the Coronavirus</a>  | Internal | Passing Juice |
| <a href="#">Peter Hessler</a>  | External | Passing Juice |
| <a href="#">Read Article</a>   | External | Passing Juice |
| <a href="#">Review of 'Bubbles and Crashes' by Brent Goldfarb and David A. Kirsch</a>                              | Internal | Passing Juice |
| <a href="#">The Management Transformation of Huawei: From Humble Beginnings to Global Leadership</a>               | Internal | Passing Juice |
| <a href="#">Table of Contents and ordering</a>   | External | Passing Juice |
| <a href="#">Download the Overview Chapter</a>  | External | Passing Juice |
| <a href="#">Bookshelf</a>  | Internal | Passing Juice |
| <a href="#">Striking Similarities to Spanish Flu outbreak in 1918</a>  | Internal | Passing Juice |
| <a href="#">Why gave hydrogen-powered car not become mainstream even though they were hyped in already in 1974</a> | Internal | Passing Juice |
| <a href="#">GM had a hydrogen-powered bus in 1967</a>  | External | Passing Juice |
| <a href="#">list of vehicles produced by various companies</a>   | External | Passing Juice |
| <a href="#">VW CEO uses history to explain why VW needs to speed up change to avoid the fate of Nokia</a>          | Internal | Passing Juice |
| <a href="#">DeepI</a>  | External | Passing Juice |
| <a href="#">Framework and Toolkit for Improving Peripheral Strategic Vision</a>                                    | Internal | Passing Juice |
| <a href="#">MIT Sloan article</a>  | External | Passing Juice |
| <a href="#">assessed here</a>  | External | Passing Juice |
| 2  | Internal | Passing Juice |
| 3  | Internal | Passing Juice |
|  |          |               |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">Last &amp;rsaquo;</a>         | Internal | Passing Juice |
| <a href="#">Tweets by @JPeterMurrmann</a> | External | Passing Juice |






## SEO Keywords

|   |  |
|---|--|
|  Keywords Cloud | useful <b>blog</b> teaching blogs peter<br>information research all bookshelf johann |
|---|--|












## Keywords Consistency

| Keyword     | Content | Title | Keywords | Description | Headings |
|-------------|---------|-------|----------|-------------|----------|
| blog        | 7       | ✓     | ✓        | ✓           | ✗        |
| blogs       | 4       | ✓     | ✓        | ✓           | ✗        |
| useful      | 3       | ✗     | ✗        | ✗           | ✗        |
| research    | 3       | ✗     | ✗        | ✓           | ✗        |
| information | 3       | ✗     | ✗        | ✗           | ✗        |





## Usability

|   |   |
|---|---|
|  Url          | Domain : professor-murrmann.info<br>Length : 22   |
|  Favicon      | Great, your website has a favicon.                |
|  Printability | We could not find a Print-Friendly CSS.           |
|  Language     | Good. Your declared language is en.               |
|  Dublin Core  | This page does not take advantage of Dublin Core. |


## Document

|  | Doctype         | XHTML 1.0 Strict  |                 |             |          |   |
|--|-----------------|---|-----------------|-------------|----------|---|
|  | Encoding        | Perfect. Your declared charset is UTF-8.  |                 |             |          |   |
|  | W3C Validity    | Errors : 0<br>Warnings : 0  |                 |             |          |   |
|  | Email Privacy   | Great no email address has been found in plain text!  |                 |             |          |   |
|  | Deprecated HTML | <table><thead><tr><th>Deprecated tags</th><th>Occurrences</th></tr></thead><tbody><tr><td>&lt;center&gt;</td><td>2</td></tr></tbody></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>   | Deprecated tags | Occurrences | <center> | 2 |
| Deprecated tags  | Occurrences     |   |                 |             |          |   |
| <center>   | 2               |   |                 |             |          |   |
|  | Speed Tips      | <ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Too bad, your website does not take advantage of gzip.</li></ul> |                 |             |          |   |



## Mobile

|  |                     |  |
|--|---------------------|--|
|  | Mobile Optimization | <ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul> |
|--|---------------------|--|

## Optimization

|  |             |   |
|--|-------------|---|
|  | XML Sitemap | Missing<br><p>Your website does not have an XML sitemap - this can be problematic.</p> <p>A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of</p> |
|--|-------------|---|

## Optimization

|  |            |  |
|--|------------|--|
|  |            | changes and importance of the URLs. This allows search engines to crawl the site more intelligently.   |
|  | Robots.txt | <a href="http://professor-murmann.info/robots.txt">http://professor-murmann.info/robots.txt</a><br>Great, your website has a robots.txt file.  |
|  | Analytics  | Missing<br>We didn't detect an analytics tool installed on this website.<br>Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data. |