

This short guide is designed to help you optimize the visibility of online content about DSO and our new operating model.

Here, you'll find recommendations for DSO, innovation, and sustainability keywords. These keywords can be utilized to develop new web, social media, and video content or to optimize existing content. It's crucial that when someone searches for information about Bayer and dynamic shared ownership, innovation, or sustainability, our content meets their search intent and is highly visible in the search results to delve deeper into our offerings.

Keywords for DSO and Strategy Content

Optimize your content for DSO-related terms:

- Use the keywords 'DSO' and 'dynamic shared ownership' in important strategy content.
- Include references to 'DSO meaning' or 'meaning of DSO' or 'what is DSO.' Use keyword-rich questions for content headings, if possible, e.g. "What is DSO?"
- Alternate references to 'DSO' and 'dynamic shared ownership' with 'our operating model' or 'Bayer's operating model' wherever it makes sense.

Example optimized copy: *"You may have heard about Bayer's new operating model in the news and are interested in what dynamic shared ownership, or DSO, is."*

Maximize organic search interest in Bill Anderson:

- Include a mention of Bill Anderson, Bayer's CEO, on key web pages dealing with DSO and strategy.

Optimize content for investor news interest in Bayer:

- Talk about 'Bayer investors' and 'investor relations' in key DSO content.
- Add terms like 'Capital Markets Day' and 'AGM' to align our content with what the investor/media audience are searching for.
- Use 'Bayer news' or 'news about Bayer' to take advantage of topical online searches for Bayer updates.
- Financial keywords like 'Bayer stock' and 'Bayer stock price' will help make our content more visible to the investor audience.

Example optimized copy: *"The latest Bayer news addressed concerns raised by investors regarding the company's financial performance, such as Bayer stock price and dividend decisions."*

Or: *"Capital Markets Day plays a crucial role for Bayer investors by providing strategy updates, the previous fiscal year's results, and predictions for the upcoming year."*

Maximize organic search interest in Bayer's mission focus:

- Increase mentions of 'Bayer's mission' and 'Bayer's mission statement,' as well as stating the mission in full – 'health for all, hunger for none'.

Keywords for Innovation Content	Keywords for Sustainability Content
<p>As one of our strategic pillars, innovation is a key content topic for Bayer. It's also a subject that can add value to users searching for information about our strategy, dynamic shared ownership, and operating model. Much of what we want to say about innovation is relevant to users' searches for DSO and vice versa.</p> <p>'Innovation' and its many variants is a competitive keyword set to rank for in search engines, with many life science companies developing organic and paid content that Bayer must compete against. That's why it's important that when we write or optimize content about innovation, we make use of the following keywords to increase our chances of our content being found by the right audience.</p> <p>Innovation keywords:</p> <ul style="list-style-type: none"> • Innovate • Innovating • Innovations • New innovations • Key innovations • Innovative solutions • Innovative ag services • Innovative health • Business model innovation • Innovation strategy 	<p>Sustainability is as critical to Bayer's mission as innovation. Much of the content we publish addresses sustainability. For that reason, users looking to find out more about DSO and our new strategy will also find sustainability-related content that meets their search intent.</p> <p>Similar to 'Innovation', 'Sustainability' is a competitive term to rank for in search engines. Most businesses compete for online ownership of this topic, making it difficult to rise to the top of search engine results pages. Using one or more of the following keywords will help increase our chances of ranking better in search results.</p> <p>Sustainability keywords:</p> <ul style="list-style-type: none"> • Sustainably • Sustainable growth • Business sustainability • Corporate sustainability • Sustainability report • Sustainability reporting • Sustainable business • Sustainable investment • Sustainable solutions • Sustainability strategy

SEO Best Practices:

- Determine which keywords you would like to rank for.
- Use your keyword(s) in the URL.
- Add your keyword(s) to your title, headings, and sub-headings.
- Implement your keyword(s) at the start of your body copy, ideally within the first 100 words.
- For more SEO best practices, please view the [Bayer SEO Playbook](#) and [Five Steps to Good SEO](#) document.