

# WELCOME EXPRESS REPORT

SEPTEMBER 2009

## Sponsor Spotlight



Welcome to Orange Coast Women's Medical Group. We think you'll find we do things a bit differently. You might even call us old-fashioned. This is because we believe that health care involves caring, and that your doctor should know more about you than what's on your chart, that there's always time for a smile, and that the personal touch isn't a luxury, it's a necessity.

At Orange Coast Women's Medical Group you will find that the physicians who provide a complete range of services, including women's health, adolescent gynecology, menopause, family planning and more. We are fortunate to have Certified Nurse Practitioners on staff, working in collaboration with our physicians to provide a variety of women's health care services.

We also offer the convenience of our own Aesthetic Center, which provides a full range of facial treatments, cosmetic laser procedures, and physician grade skin care products.

We also believe you should be able to get the informa-

tion you need just as easily. If you have a question, please call us at **949-829-5500**, Monday through Friday, 8:00am - 5:00pm. For emergencies occurring after hours and on weekends, our doctors can be reached through the answering service at 949-829-5500.

Our website offers a plethora of important information such as physician profiles, clinical information, online services, forms and brochures.

**[www.ocwmg.com](http://www.ocwmg.com)**  
**949-829-5500**

## EYE on OC

### STAND OUT FROM THE CROWD! FINE-TUNE YOUR "LOCAL SEARCH"

Marketers are starting to recognize that many disparate elements of search marketing—paid search, organic search, keywords, landing pages, offers & premiums—must be complementary to maximize lead generation. As a result, organic search is on an upswing. According to a recent survey, 55% of marketers will increase their SEO spend this year—more than any other advertising channel.

The August *WE* Report introduced our *WE Search Local* option to our sponsors: For only \$10 - \$18/month, *WE* provides organic SEO designed to improve the online ranking & visibility of your business. The response has been exceptional! Read more—[www.WelcomeExpress.com/Local](http://www.WelcomeExpress.com/Local)

## Why "Going Green" is Good For Your Small Business

You probably know why going green is good for the planet, but did you know that it is also good for your small business? I'll outline just three ways that running an environmentally friendly business can translate into a better bottom line. Improving your business is always important, and going green can be a vital part of that improvement.

**1.) Eco-efficiency Means Cost Savings:** A major benefit of going green is a reduction in your expenses, accompanied by a shrinking carbon footprint. A business that has an "environmentally aware" mindset will consume fewer resources to get the same work done, and that sort of efficiency can slash expenditures. For example, using compact florescent light bulbs will greatly reduce your electric bill. Reduced consumption is good for the environment and your bank account.

**2.) Green Pride:** When you nurture a workplace environment that is mindful of the community, your employees recognize this fact and appreciate that they are working toward something more than a paycheck. It has been shown that employees of environmentally benign companies have reduced rates of absenteeism, increased job satisfaction, and a greater commitment to the company's mission.

**3.) Customer Good Will:** One of the major advantages small businesses can leverage is a sense of belonging to the community. When you use recycled materials, bring it to your customer's attention. The possibilities are endless—so get creative. Go green and your community will thank you with increased business!

Article Source: [http://EzineArticles.com/?expert=Peter\\_Grantaire](http://EzineArticles.com/?expert=Peter_Grantaire)

## Sponsors Love Us

I have been using Welcome Express for the past few years, and from the beginning I have been very impressed with the results. The coupon and information in the welcome packet gets our name out to every new homeowner in the area and brings in several new customers each month. I get excited when I see a new customer walk through the door with a blue piece of paper in their hand- it means my advertising efforts are working! Thank you to Welcome Express for creating a wonderful product and service!

~Pet Salon and Spa