



# AUTOMOTIVE SERVICES GUIDE

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## Embodys Sunoco Service Center

Embodys Sunoco, located at 1435 East High Street in Pottstown, has been serving the surrounding area for more than 40 years. Embodys is a family-owned and operated establishment. Hours are Monday through Friday, 6 AM to 9 PM, Saturday and Sunday 7 AM to 8 PM. They accept all major credit cards. Terry Embodys' expert technicians service all makes and models of vehicles, under the supervision of experienced Service Manager, Scott Morgan.

Some of Embodys' services include: Pick up and delivery of vehicle; PA State Safety and Emissions Inspections; Factory-scheduled maintenance, Sales and service of many major brands of tires; Computerized wheel balancing; Brake service; Exhaust repair and replacement; Air conditioning & cooling system maintenance and repair; Tune-ups and computerized engine diagnostics; Fuel injection service; Engine repair; Transmission service; Steering and suspension repairs; Replacement of shocks and struts; and Road Services such as emergency jump and tire repair.

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## H & F Tire Service

With fall and winter around the corner, it's probably time to prepare for driving in difficult conditions. H & F Tire Service can help make sure your vehicle and its tires are ready for the challenges of winter driving. A car tire has to carry more than 50 times its own weight and steer the vehicle in a straight path regardless of road and weather conditions. It also must absorb bumps on uneven road surfaces and provide a stable ride for you and your passengers. Tires transmit the engine's power to accelerate and the braking force to stop. How well your tires perform these functions depends in part on the quality of the tires and how well they are maintained.

Let H & F Tire Service check your tires' inflation, alignment and determine if any need replaced. In the long run, cheap tires won't save you money. They don't last as long as higher quality tires and may result in a rougher ride and inferior handling. Your goal in tire shopping should be to find the highest quality tire that meets your specific need and budget. H & F Tire Service carries 13 brands including Bridgestone, Firestone, Goodyear, Michelin, B.F. Goodrich. Let our tire professionals help you maintain your tires and choose the right tire for your vehicle. Check us out at any of our four locations: Pottstown, Lancaster Ephrata, and Reading or on the web at [www.hftire.com](http://www.hftire.com).



3111C West Ridge Pike, Sanatoga, PA 19464  
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*Business Hours Monday thru Friday 8am to 5pm*

**3832 Germantown Pike, Collegetown, PA 19426**

## Marco Motors

When it comes to your vehicle's repairs, make sure it has the service it deserves. Our automotive and air-conditioning repair experts have been serving the community for more than 37 years. Let us provide your vehicle with the level of care it deserves.

Marco Motors Inc. is a Bosch Service Center and specializes in foreign & domestic automotive services. Our shop is specifically equipped to service Volvo & European cars. In addition, our ASE Master Technicians service most other foreign and domestic vehicles.

Services include: Wheel Alignment & State Inspections & Emissions; Hunter Wheel Alignment Service Center; Bosch Automotive Service Center; Electronic Computer Diagnostics; and Heating & Air Conditioning Repair.

Our technicians are ASE Certified and continue to receive training in the automotive industry, qualifying us to meet all of your service and maintenance needs.

Marco Motors is located at 3832 Germantown Pike, Collegetown, PA 19426. Contact us for all of your automotive repair needs at 610.489.7525; marcomotors@gmail.com; www.marcomotorsinc.com.



William Baird  
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see website for contest details and rules

## FOCUS ON IT / TECHNOLOGY

*(Continued from page 43)*

So, how can you make your website be your most effective marketing tool?

STEP ONE: Make sure your website is "mobile optimized" or "responsive" which means it adjusts to the device viewing it – mobile, tablet or desktop. This is not the same as "mobile friendly!" The search engines will rank mobile optimized websites higher versus mobile friendly websites.

STEP TWO: Find out if your website is "secure." In 2018, Google and Bing will be viewing any site not "secure" as less credible. If your site does not have a HTTPS in the URL, it is NOT secure. If it's not there, don't panic just yet; your site will not be taken down from the web, it just won't rank higher in the search results than a site that is "secure" – your competitors? Contact your hosting company and find out what is needed to get a secure certificate for your website.

STEP THREE: Keep your website content current. This is extremely important. If you are not updating the content of your site on a regular basis, including images and links, this can negatively affect your

site's search results. An easy way to do this is to add a blog or news feed to your website. If you have one, keep your news or blog updated. Relevant posts should include information about issues that affect your target audience in your geographic area, training updates, how-to videos, and press releases. Then use your social media accounts to promote the recent blog/news post with a link to the page on your website for people to read more. To the search engines, this is considered credible inbound traffic to your website which helps your SEO rankings.

STEP FOUR: If you don't have time to keep your website updated OR updating your website is too confusing OR you don't think you are a good writer, hire someone – an employee or an outside vendor – to develop a new responsive website and/or keep your site updated and relevant for your target audience. You will see a return on your investment!

Let's get started! Contact your local marketing heroes: Office / 484.902.8914; Fax / 484.902.8927; Mobile / 215.518.3149; brad@goodmarketinggroup.com; www.goodmarketinggroup.com.