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## World-famous snooker supplier website goes live

A new content managed website and integrated online store, developed by Connect for **Thurston, The Home of Snooker (opens new window)**, has been launched.

The new website is easily maintained by Thurston staff using a simple content management system, whilst the new e-commerce facilities are seamlessly integrated into the website, providing an improved user experience for all those snooker lovers on the internet. Connect have also integrated into the site the facility to generate an automated **Google Products feed (opens new window)**, so that all products are automatically included in Google Shopping.

"Our new website has had enthusiastic approval from everyone at Thurston and within hours of going live we received a prestigious order from the United States of America, and has since generated many more orders and enquiries from locations all over the world."

The name of Thurston has been synonymous with the sport of Billiards and its successor Snooker since 1799 and Thurston's founder, John Thurston is considered by many to be the father of the modern snooker game.

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