

## BEST STOREFRONT RETAIL SITE

### PETERS BILLIARDS

[www.petersbilliards.com](http://www.petersbilliards.com)

The storefront retail category challenged the judges because of the many high quality sites fighting for the top two spots. Those that didn't make the top two could potentially beat the winners of the other categories, but that would



be comparing solids to stripes. A site gets the job done when it doesn't feel like an effort to use. Peters Billiards of Minneapolis accomplishes that with its breezy online experience.

One slick feature is the ability to zoom in on photos of antique tables offered, to the extent of being able to make out the grain of wood. Above-and-beyond the call of duty: There is a tips page for lighting your gameroom, a page devoted to the space requirements for a pool table, and an extensive offering of large photos of home-theater vignettes. Peters Billiards also has a newsroom complete with contact information. No matter the size of a business, having a media resource is always beneficial. The hours and directions unobtrusively appear beneath the main navigation for easy access.