# Weekly Completed Activity:

Update to 10AM EDT

Communications Activity:

1. Responded to “Mail from website”
	1. Numerous spam emails
2. MailChimp
	1. Readied exclusive Bombardier STC press release on Mailchimp
	2. Collected emails for “clickers” on the RTCA/EUROCAE press release and distributed to team
	3. Prepared a response “thank you for visiting, let us know how we can help with your fleet…” to go out to the “clickers”

Website activity:

1. Set up Google Analytics account and linked streams analyzer to website.
2. Set up Monster Insights account for Peregrine and installed/configured analytics plugin.
3. Set up AIOSEO (All-in-One SEO) account for Peregrine and installed/configured SEO plugin.
4. Completed initial SEO analysis of website, adjusting tags, keywords and phraseology according to AIOSEO recommendation. Initial results show an increase in hits over the past week, but full fidelity will be reached after another week or so of Monster Insights data collection. Not surprisingly, the pages getting the most traffic are the home page and the STC page, probably due to the Peregrine reputation for STCs.
5. Completed security scan based on AIOSEO toolkit, implemented all recommendations for rendering the website “less visible” to hackers. We have seen just in the past week a dramatic reduction in attempted “admin” logins that were blocked by the security plugin.

What all this means is that we have completed the major milestone of installing, configuring and optimizing the Peregrine website for SEO, GPDR compliance and security aspects. We are now in a position to analyze traffic and to create news posts that will improve Google search standings and drive more traffic to the website. We will also be in a better position to coordinate web content with MailChimp activities under the Communications section below.

We will present a more complete summary of the website capability during the Tuesday marketing call.

1. STC information:

|  |  |  |
| --- | --- | --- |
| **Need** | **STC** | **Subject** |
| STC Doc | SA09886AC | BendixKing CG100P Connected Gateway Installation Part 23 AML (King Air 200/B200) |
| STC Doc | SA01044DE | PC12 TB44 Battery |
| STC Doc | SA01053DE | PC-12 GoGo AVANCE L3 |
| STC Doc, STC # | Not yet available | Peregrine and Lee Aerospace announce Aviation Clean Air (ACA) system Supplemental Type Certificate (STCs) for the Citation 560XL |
| STC Doc, STC # | Not yet available | Peregrine, Lee Aerospace and ACA announce COVID-19 Aviation Clean Air System STC for Bombardier Challenger series Aircraft |
| STC Doc, STC # | Not yet available | Peregrine, Lee Aerospace and ACA announce COVID-19 Aviation Clean Air System STC for Gulfstream G-IV and G-IV SP series Aircraft |

# Next Activities

**Website activity:**

| **Prioritized Topic** | **Estimated Start** | **Estimated Completion** | **Comments** |
| --- | --- | --- | --- |
| Update Trig STC References | When Roper sends links | Next day |  |
| Update STC data | Awaiting Data | TBD | Awaiting data from sharepoint |
| SEO | 1-Mar-2021 | 2-Apr-2021 | This will be a continuous part-time effort involving refinements and Google analytics reviews. |
| File manager installation | 22-Mar-2021 | 2-Apr-2021 |  |
| Manage Press Release and other Posting Announcements | Ongoing |  |  |
| Security & Maintenance | Ongoing |  |  |

**Communication Activity:**

1. Send Press Release for Bombardier exclusive source of ACA STCs

| **Prioritized Topic** | **Estimated Start** | **Estimated Completion** | **Comments** |
| --- | --- | --- | --- |
| Bombardier Press Release | Awaiting WL |  | Kevin tasking |
| GAC G150 Heater PR | Awaiting GAC |  | Lumry tasking |

# Press Release Status:

|  |  |  |  |
| --- | --- | --- | --- |
| **Press Release** | **Audience** | **Status** | **Release Date** |
| ACA RTCA EUROCAE Participation | Press, 145 shops | mailchimp | 16-Feb-2021 |
| Bombardier CL Exclusive ACA | Press | awaiting - Wes |  |
| G150 Actuator Heater | Press | awaiting - GAC/Wes |  |
| 560XL ACA | Press | Released | 16-Dec-2020 |
| PC-12 Gogo AVANCE L3 | Press | Released | 15-Dec-2020 |
| CAS 67 Change 7.1 Owner Campaign | CAS 67 Aircraft non 7.1 | Released | 9-Sep-2020 |
| G700 TXi STC Expertise for Your Next Upgrade Project | Garmin Dealers | Released | 11-Aug-2020 |
| G700 TXi STC EMB-120 Press | Press | Released | 10-Aug-2020 |
| G700 TXi STC EMB-120 Operator | EMB-120 Operators | Released | 10-Aug-2020 |
| ACA CL-600 Series | Press | Released | 13-Jul-2020 |
| ACA G-IV | Press | Released | 8-Jul-2020 |
| May Covid-19 Update | 145 shops, press, prior contacts | Released | 5-May-2020 |
| Covid-19 Status | 145 shops, press, prior contacts | Released | 30-Mar-2020 |