# Weekly Completed Activity:

Update to 10AM EDT

Communications Activity:

1. Processed “Mail from website”
2. MailChimp
   1. Readied exclusive Bombardier STC press release on Mailchimp
   2. Began press release for Hawker 4000 STC announcement
3. Website activity
   1. Continued tuning of Google Analytics account and streams analyzer.
   2. Monitored Google Analytics reports from Monster Insight, with an excerpt from the 29 March results attached to this report. The pages getting the most traffic are the home page and the STC page, probably due to the Peregrine reputation for STCs.
   3. Continued implementation of AIOSEO recommendations, with an excerpt from 29 March analysis attached to this report. Focus is on adjusting tags, keywords and phraseology. Noted issues in security & page loading which will be addressed during the next week.  
        
      ***Note that a realistic interpretation of web traffic requires around 30 days of data and that we are now at day 13 of collection. We propose a dedicated meeting to present the analytics and SEO functionality and their value to Peregrine.***



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 | TBD | Awaiting link from Peregrine |
| Update STC data | Awaiting Data | TBD | Awaiting data from SharePoint |
| SEO/Analytics | 1-Mar-2021 | Ongoing - SEO refinements and Google analytics recommendations | Next steps will be to address page loading and open security issues. |
| File manager installation | 29-Mar-2021 | 2-Apr-2021 |  |
| Manage Press Release and other Posting Announcements | Ongoing |  |  |
| Security & Maintenance | Ongoing |  |  |

**Communication Activity:**

1. Send via Mailchimp: “thank you for visiting, let us know how we can help with your fleet…” to go out to the “clickers”
2. Transmit Hawker 4000 press release
3. Follow-up with Chilean request for TCAS 7.1 upgrade

| **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 |