



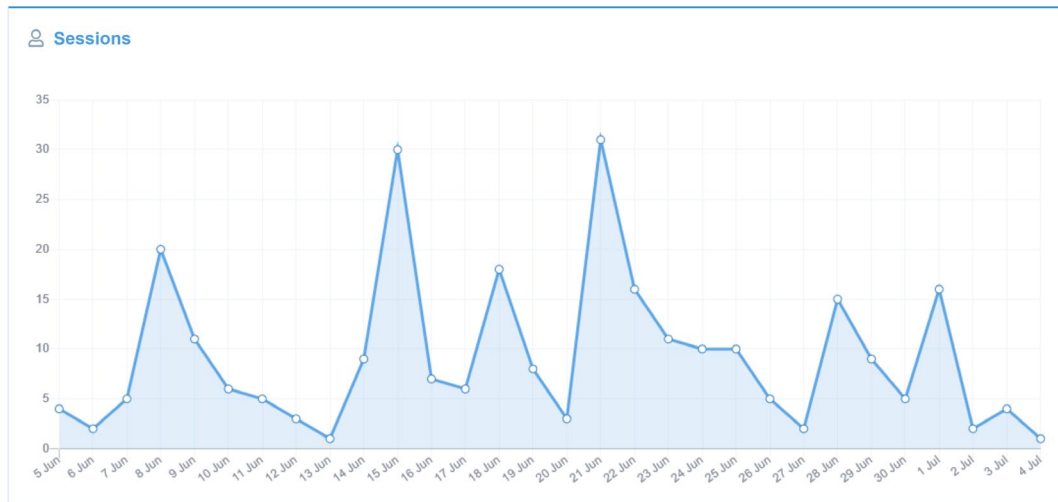
**AVIAGLOBAL GROUP**  
INSIGHT. ACTION. ADVANTAGE

*June 2021*  
Peregrine Website  
Performance Report

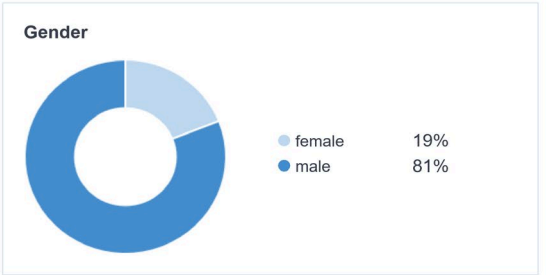
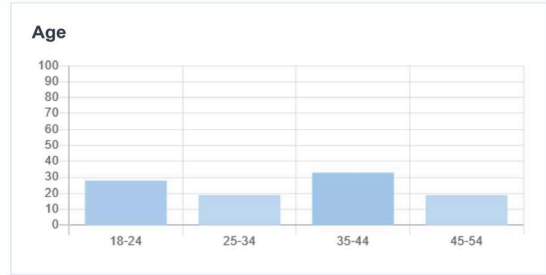
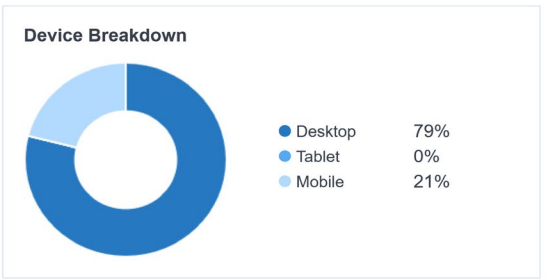
07 July 2021 (updated with annexes)



# Google Analytics Overview – June 2021



<b>Sessions</b> <b>275</b> <small>vs. Previous 30 Days</small>	<b>Pageviews</b> <b>1,025</b> <small>vs. Previous 30 Days</small>	<b>Avg. Session Duration</b> <b>1m 32s</b> <small>vs. Previous 30 Days</small>	<b>Bounce Rate</b> <b>6.55%</b> <small>vs. Previous 30 Days</small>
--	---	--	---



- Analytics are showing an increase in site visits in June, with several days peaking over the May average of around 12 per weekday
- Over 80% of visits are “new” visitors, mostly using desktops, with demographics showing broad age and gender ranges

# Website Support Activity – June 2021

- Content Updates
  - Supporting 21 June announcement of Multi Aircraft AML STC for ACA Systems
    - Created home page post in “Latest News” section
    - Posted press release to “News” page
    - Added STC/AML files to “Our STCs” page, with “Breaking News” banner
  - June “Message from Dave” highlighting Peregrine’s presence at AEA 2021
- Technical & Legal Updates
  - Added “reCAPTCHA” to login, comment, contact and user registration forms to improve security
  - Performed monthly privacy conformance form updates
  - Implemented page caching plugin to improve website responsiveness
  - Set up website redirects to track traffic coming from campaign QR codes (e.g. AEA 2021, etc.)

# Peregrine.aero now showing in Page 1 of relevant Google searches for STCs...SEO is working!

aca stc

emb-120 stc

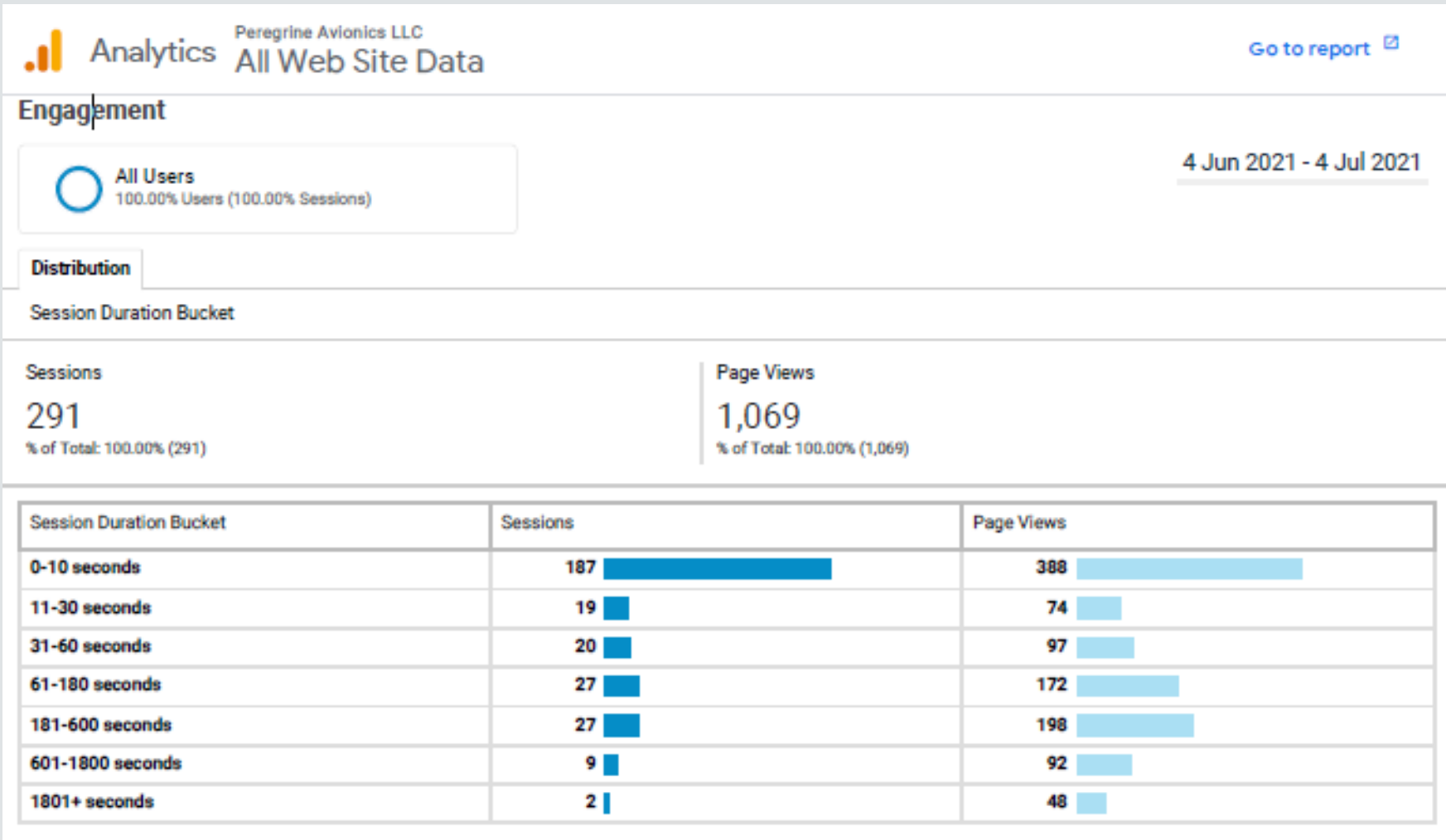
ads-b stc

Google search results for 'aca stc'. The search bar shows 'aca stc' and the results page displays several links. The link 'Exclusive STC for the Aviation Clean Air (ACA) disinfection ...' from peregrine.aero is circled in red.

Google search results for 'emb-120 stc'. The search bar shows 'emb-120 stc' and the results page displays several links. The link 'Peregrine and Worldwide Aircraft Services: STC For ... - AVweb' from avweb.com is circled in red.

Google search results for 'ads-b stc'. The search bar shows 'ads-b stc' and the results page displays several links. The link 'Our STCs - Peregrine' from peregrine.aero is circled in red.

# User Engagement – June 2021



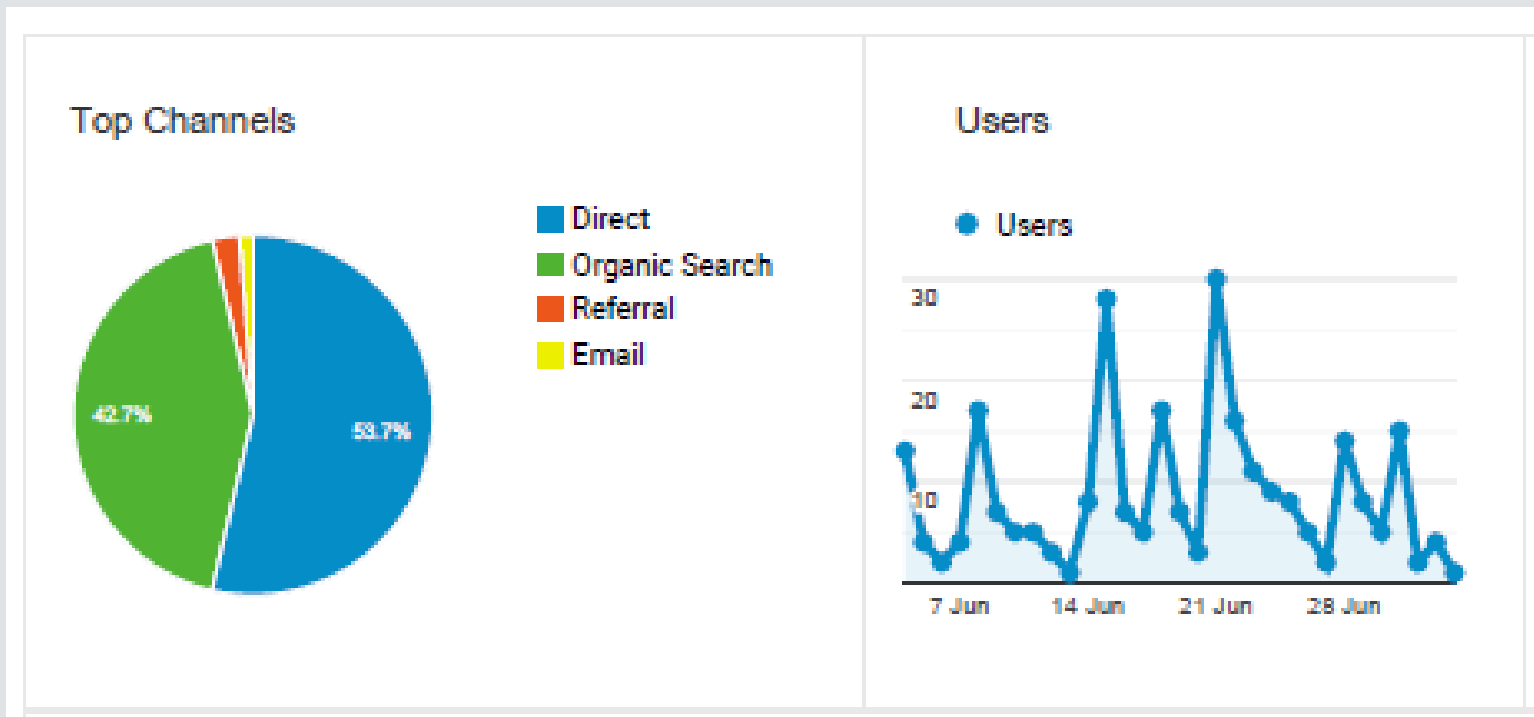
About 1/3 of the website visitors stay for a deeper look, and visit a number of pages

# Visitor Behavior Flow – June 2021



Of these deeper dive visits, the focus is on contact, on STCs, on who Peregrine is, and on the “Message from Dave”. These are the pages where can most effectively focus our dynamic content.

# Visitor Acquisition – June 2021



Nearly half of all visits come via search engines, the great majority from Google. This reinforces the need to focus on positioning on Page 1 of relevant search terms.

# Key Takeaways

- Site traffic continues to improve, but activity levels (email campaigns, press releases, “latest news” blog postings) need to increase to hold this trend
- Activity around AEA appears to have generated website visit activity – content was well synchronized with show – should do the same for Oshkosh
- Website technical and functional aspects are working well – AGG will continue work on look & feel, page loading speeds and overall responsiveness

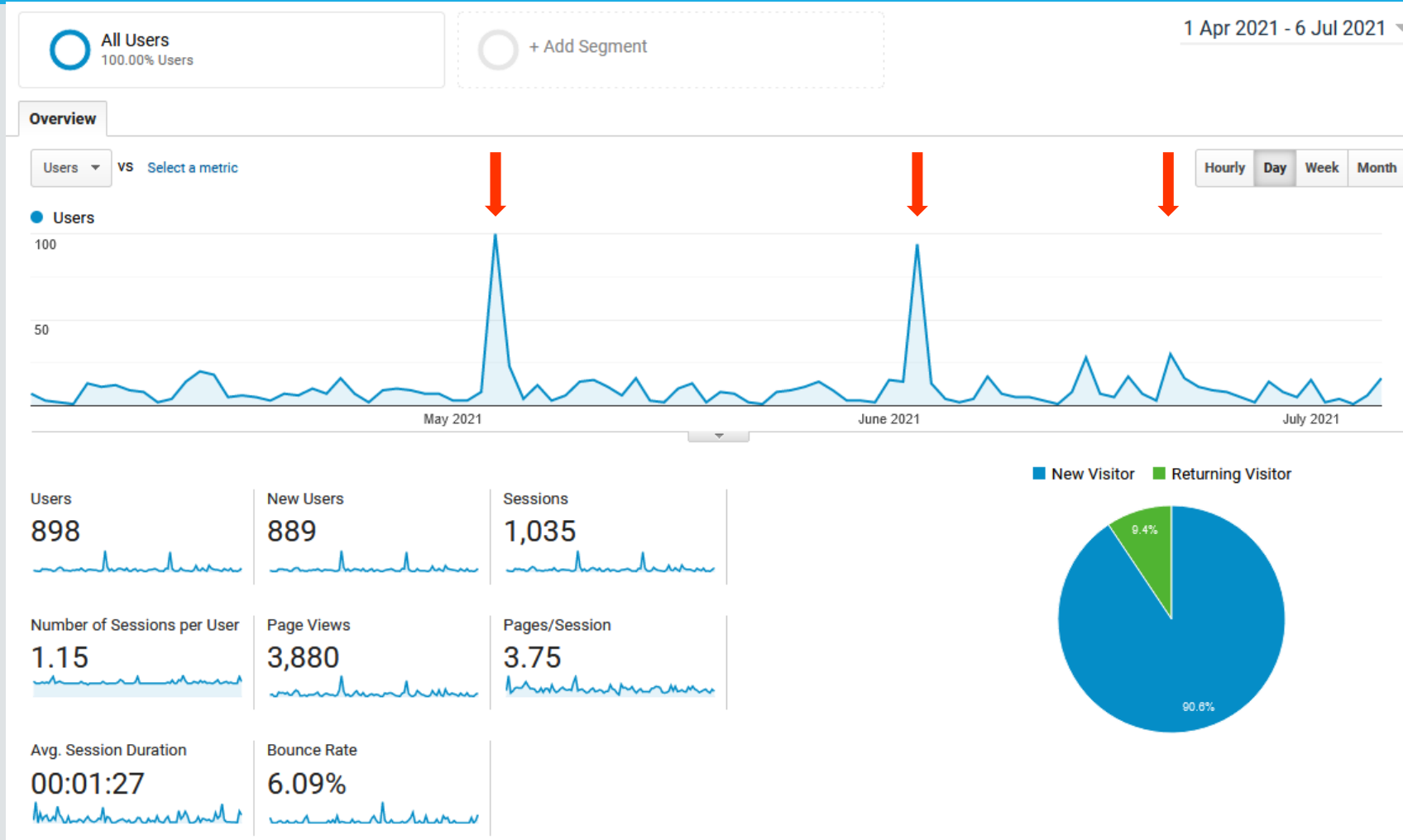
- So how do we translate website strategy into new business?
  - The role of the Peregrine website is to communicate skills and capabilities to potential customers and to build contacts with these prospects in order to win engineering contracts – Peregrine’s current bread & butter. For this to succeed, Peregrine must remain high on Google search results, preferably on Page 1 of relevant search criteria.
  - The best way to do this is to ensure that the website is alive and dynamic, by posting news and company information regularly, by varying the content on pages ranking high in visits, and by offering content of value to the industry as a whole. Google Analytics helps us to achieve strategic targeting of this dynamic content by showing us what pages people are looking at, and with what depth of interest.



# Annex 1 Website Performance since 1 April 2021 Launch

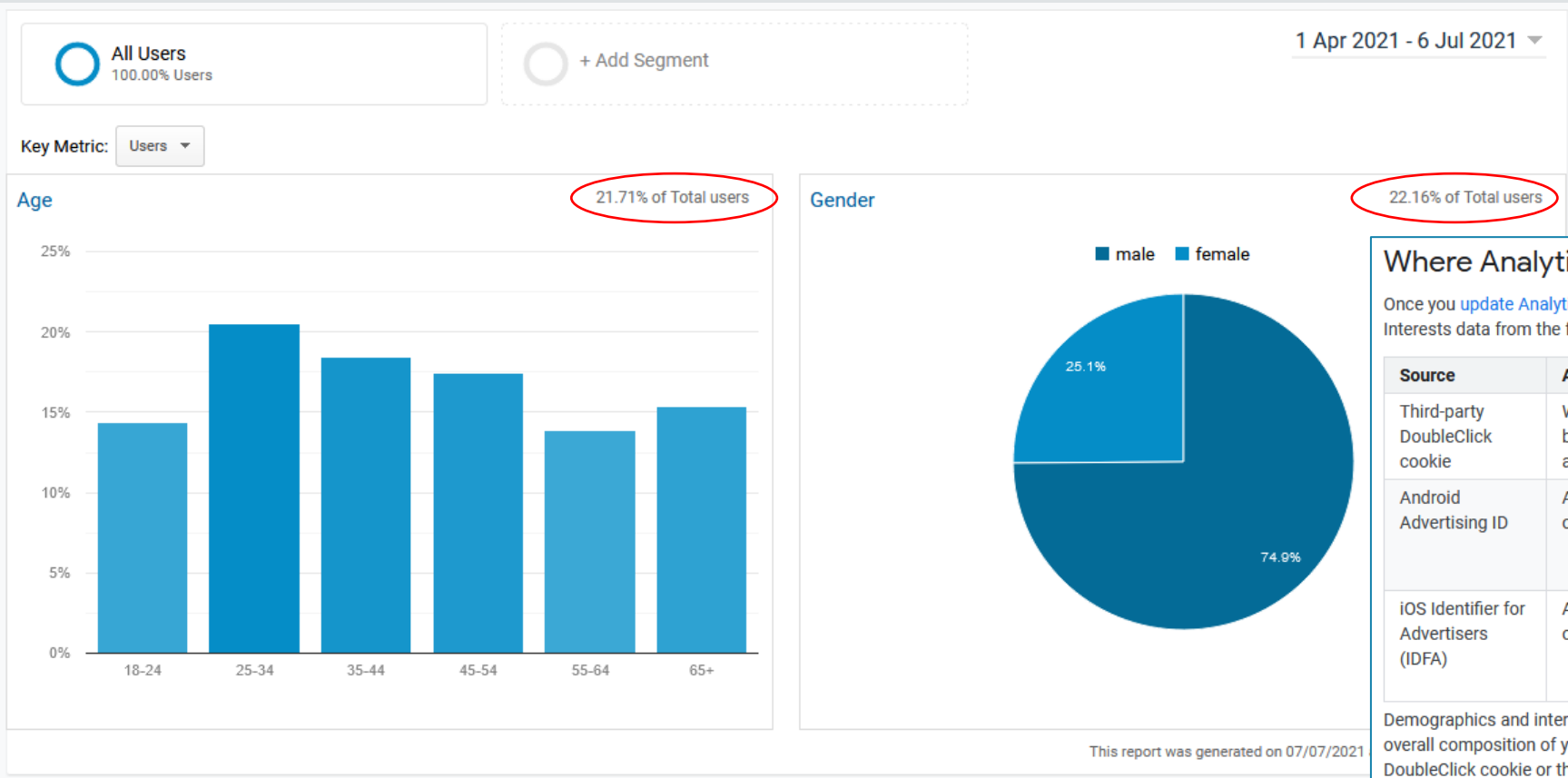
*Extracts from Google Analytics reports on peregrine.aero metrics*

# Audience Overview (since launch)



↓ Dates of Email Campaigns

# Demographics Overview (since launch)



Collected data shows broad demographics in visitors

### Where Analytics gets the data

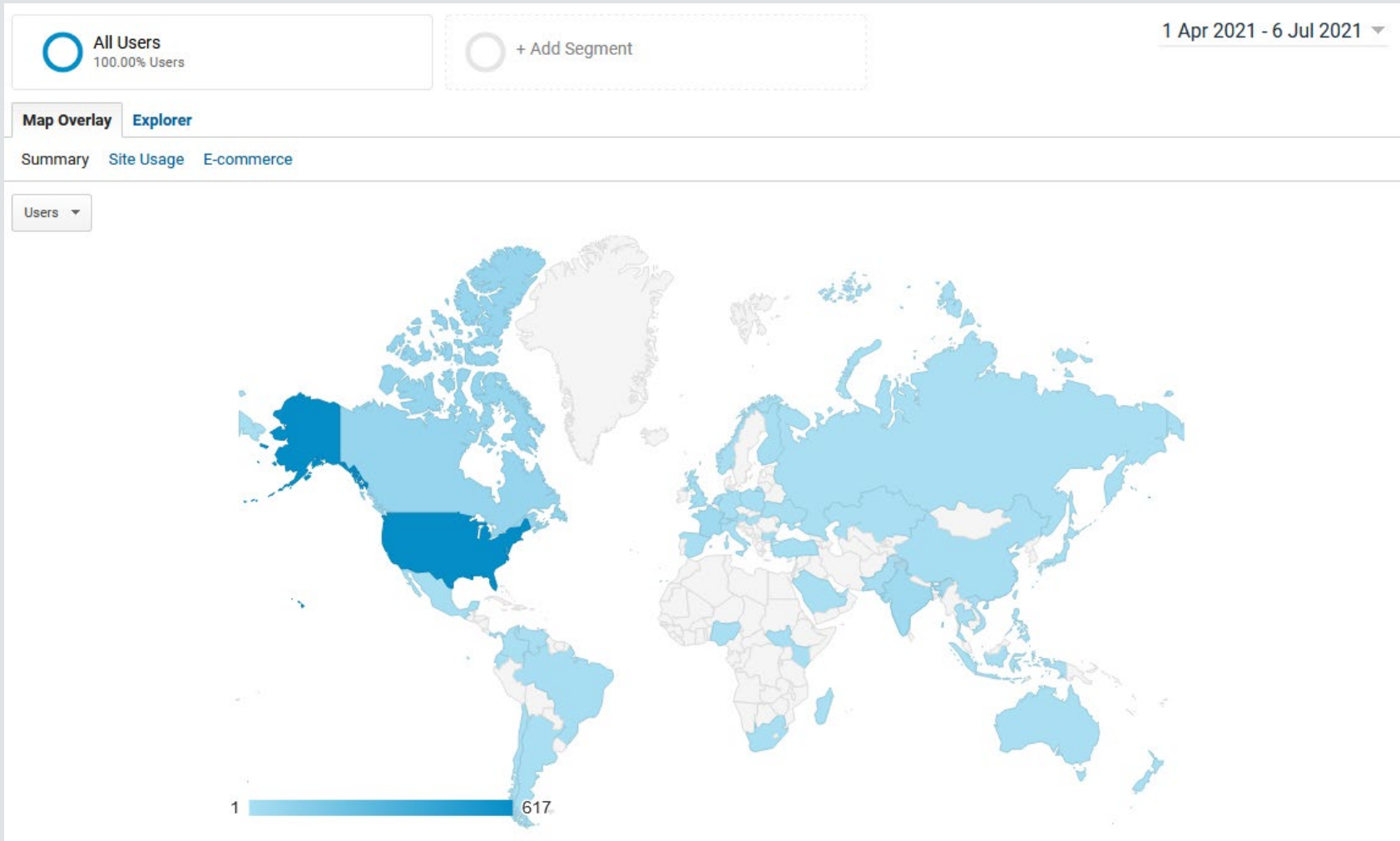
Once you update Analytics to support Advertising Reporting Features, Analytics collects Demographics and Interests data from the following sources:

Source	Applies to	Condition	Result
Third-party DoubleClick cookie	Web-browser activity only	Cookie is present	Analytics collects any demographic and interests information available in the cookie
Android Advertising ID	App activity only	You update the Analytics tracking code in an Android app to collect the Advertising ID	Analytics generates an identifier based on the ID that includes demographic and interests information associated with users' app activity
iOS Identifier for Advertisers (IDFA)	App activity only	You update the Analytics tracking code in an iOS app to collect the IDFA	Analytics generates an identifier based on the IDFA that includes demographic and interests information associated with users' app activity

Demographics and interests data may only be available for a subset of your users, and may not represent the overall composition of your traffic: Analytics cannot collect the demographics and interests information if the DoubleClick cookie or the Device Advertising ID is not present, or if no activity profile is included.

The graphs and the first row of the Sessions column in the Overview report display the percentage of your overall data that is represented (for example, Age - 41.39% of total sessions).

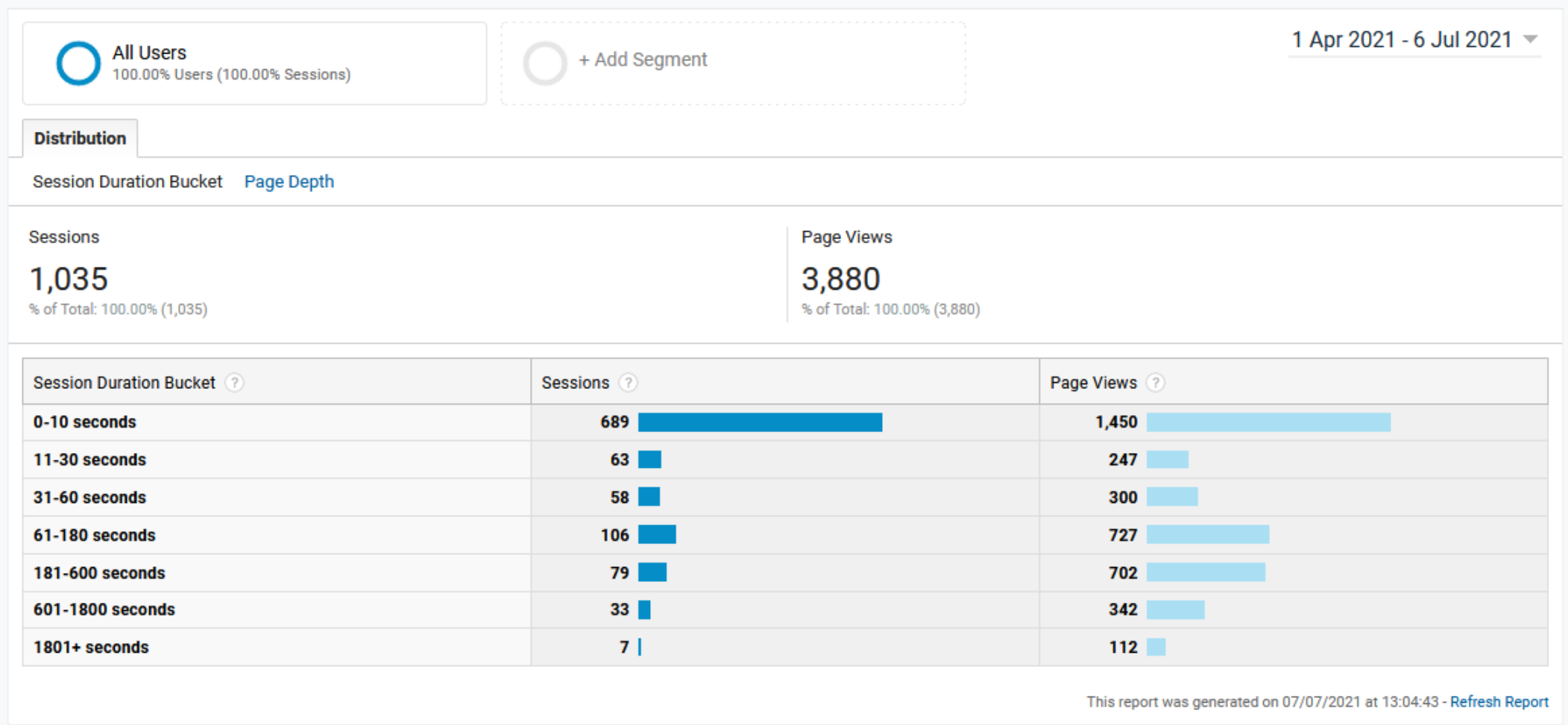
# Geographic Overview (since launch)



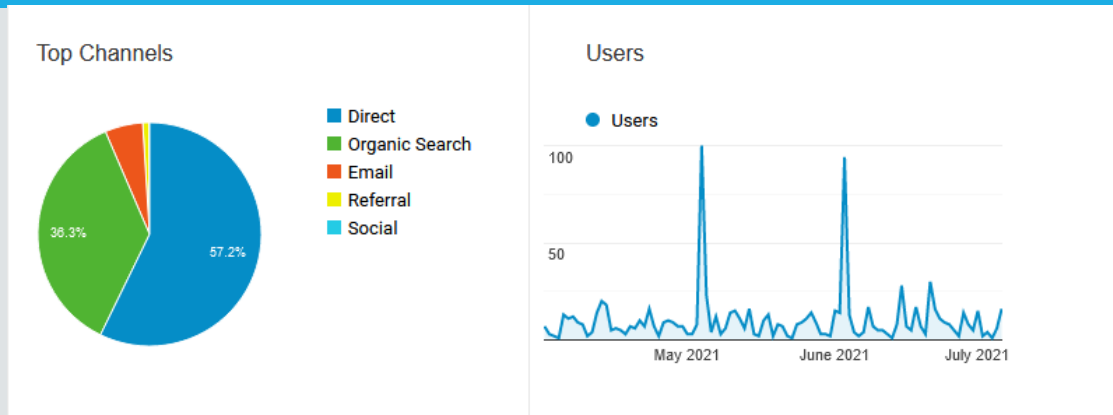
Website is being visited on a global basis, most likely due to search results.

# Engagement Overview (since launch)

27% of sessions lasted 1 minute or more, with 11% lasting more than 3 minutes



# Acquisition Overview (since launch)



	Acquisition			Behaviour		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages/Sessi... ↓	Avg. Session Duration ↓
	898	889	1,035	6.09%	3.75	00:01:27
1 <span style="color: blue;">■</span> Direct	522	<div style="width: 50%;"></div>		10.02%	<div style="width: 50%;"></div>	
2 <span style="color: green;">■</span> Organic Search	331	<div style="width: 30%;"></div>		0.75%	<div style="width: 5%;"></div>	
3 <span style="color: orange;">■</span> Email	50	<div style="width: 5%;"></div>		0.00%		
4 <span style="color: yellow;">■</span> Referral	8	<div style="width: 1%;"></div>		21.43%	<div style="width: 100%;"></div>	
5 <span style="color: cyan;">■</span> Social	1	<div style="width: 0%;"></div>		0.00%		

A website's **bounce rate** is calculated by dividing the number of single-page sessions by the number of total sessions on the site. For example, if 100 users land on your website (total sessions) and 5 of them exit without triggering another request (single-page sessions), your website's **bounce rate** is 5%. May 22, 2021

<https://www.hotjar.com/glossary/bounces>

**What is Bounce Rate in Google Analytics? GA Definition - Hotjar**

About featured snippets • Feedback

---

**People also ask**

What is a good bounce rate in Google Analytics? ^

As a rule of thumb, a **bounce rate** in the range of 26 to 40 percent is excellent. 41 to 55 percent is roughly **average**. 56 to 70 percent is higher than **average**, but may not be cause for alarm depending on the website. Anything over 70 percent is disappointing for everything outside of blogs, news, events, etc.

Note that bounce rates and organic search performance for the Peregrine site are both excellent!

# Search Console – Landing Pages (since launch)

Primary Dimension: Landing Page

Secondary dimension

Landing Page ?	Acquisition					Behaviour		Conversions		
	Impressions ?	Clicks ?	CTR ?	Average Position ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Goal Completions ?	Goal Value ?	Goal Conversion Rate ?
	19,764 % of Total: 100.00% (19,764)	429 % of Total: 100.00% (429)	2.17% Avg for View: 2.17% (0.00%)	36 Avg for View: 36 (0.00%)	265 % of Total: 25.60% (1,035)	0.75% Avg for View: 6.09% (-87.60%)	4.69 Avg for View: 3.75 (25.22%)	0 % of Total: 0.00% (0)	US\$0.00 % of Total: 0.00% (US\$0.00)	0.00% Avg for View: 0.00% (0.00%)
1. /	4,573 (23.14%)	198 (46.15%)	4.33%	42	153 (57.74%)	0.65%	5.20	0 (0.00%)	US\$0.00 (0.00%)	0.00%
2. /home/stcs/	3,276 (16.58%)	57 (13.29%)	1.74%	36	57 (21.51%)	1.75%	4.33	0 (0.00%)	US\$0.00 (0.00%)	0.00%
3. /home/oda/oda-savings/	2,115 (10.70%)	9 (2.10%)	0.43%	34	7 (2.64%)	0.00%	2.57	0 (0.00%)	US\$0.00 (0.00%)	0.00%
4. /home/oda/	1,665 (8.42%)	9 (2.10%)	0.54%	27	7 (2.64%)	0.00%	6.00	0 (0.00%)	US\$0.00 (0.00%)	0.00%
5. /home/news/message-from-dave/	560 (2.83%)	3 (0.70%)	0.54%	7.9	10 (3.77%)	0.00%	2.20	0 (0.00%)	US\$0.00 (0.00%)	0.00%
6. /wp-content/uploads/2021/01/SRO0925DE_AML.pdf	557 (2.82%)	16 (3.73%)	2.87%	14	0 (0.00%)	0.00%	0.00	0 (0.00%)	US\$0.00 (0.00%)	0.00%
7. /business-aircraft-industry-trends-point-to-a-recovery-in-progress/	499 (2.52%)	0 (0.00%)	0.00%	53	0 (0.00%)	0.00%	0.00	0 (0.00%)	US\$0.00 (0.00%)	0.00%
8. /home/news/	491 (2.48%)	2 (0.47%)	0.41%	26	1 (0.38%)	0.00%	2.00	0 (0.00%)	US\$0.00 (0.00%)	0.00%
9. /wp-content/uploads/2021/01/PR-190603-Becker_STC_060319.pdf	468 (2.37%)	0 (0.00%)	0.00%	51	0 (0.00%)	0.00%	0.00	0 (0.00%)	US\$0.00 (0.00%)	0.00%
10. /wp-content/uploads/2021/01/STO0790DE.pdf	441 (2.23%)	8 (1.86%)	1.81%	29	0 (0.00%)	0.00%	0.00	0 (0.00%)	US\$0.00 (0.00%)	0.00%

Show rows: 10 Go to: 1 1-10 of 134

This report was generated on 07/07/2021 at 13:22:42 - Refresh Report

This report gives an indication of what pages were most often accessed by search queries, again indicating a very low bounce rate, meaning that visitors continued to explore the site after a search engine landed them on these pages.





# Top 15 Downloads (since launch)

	179 % of Total: 5.10% (3,512)	179 % of Total: 5.10% (3,512)	
1. <a href="https://peregrine.aero/wp-content/uploads/2021/01/SA00744DE_AML.pdf">https://peregrine.aero/wp-content/uploads/2021/01/SA00744DE_AML.pdf</a>	15	8.38%	Trig TT31 Transponder ADS-B Out Installation, Part 23 AML (500+ Aircraft Models)
2. <a href="https://peregrine.aero/wp-content/uploads/2021/01/ST00835DE_AML.pdf">https://peregrine.aero/wp-content/uploads/2021/01/ST00835DE_AML.pdf</a>	14	7.82%	Garmin GTX 335/345 Remote Transponder ADS-B Out/In Installation Part 25 AML (Legacy Falcon, Hawker and Learjet Models)
3. <a href="https://peregrine.aero/wp-content/uploads/2021/01/SA00744DE.pdf">https://peregrine.aero/wp-content/uploads/2021/01/SA00744DE.pdf</a>	13	7.26%	Trig TT31 Transponder ADS-B Out Installation, Part 23 AML (500+ Aircraft Models)
4. <a href="https://peregrine.aero/wp-content/uploads/2021/01/SA00765DE.pdf">https://peregrine.aero/wp-content/uploads/2021/01/SA00765DE.pdf</a>	13	7.26%	BendixKing KT 74 Transponder ADS-B Out Installation, Part 23 AML (500+ Aircraft Models)
5. <a href="https://peregrine.aero/wp-content/uploads/2021/01/ST00790DE_AML.pdf">https://peregrine.aero/wp-content/uploads/2021/01/ST00790DE_AML.pdf</a>	10	5.59%	BendixKing CAS 67B TCAS II Change 7.1 Installation, Part 25 AML (Legacy Gulfstream, Falcon, Hawker, Challenger Models)
6. <a href="https://peregrine.aero/wp-content/uploads/2021/01/SA00765DE_AML.pdf">https://peregrine.aero/wp-content/uploads/2021/01/SA00765DE_AML.pdf</a>	8	4.47%	BendixKing KT 74 Transponder ADS-B Out Installation, Part 23 AML (500+ Aircraft Models)
7. <a href="https://peregrine.aero/wp-content/uploads/2021/01/SA01835VI.pdf">https://peregrine.aero/wp-content/uploads/2021/01/SA01835VI.pdf</a>	7	3.91%	Trig Avionics TY96 VHF COM Radio Installation Part 23 (500+ Models)
8. <a href="https://peregrine.aero/wp-content/uploads/2021/01/ST00835DE.pdf">https://peregrine.aero/wp-content/uploads/2021/01/ST00835DE.pdf</a>	7	3.91%	Garmin GTX 335/345 Remote Transponder ADS-B Out/In Installation Part 25 AML (Legacy Falcon, Hawker and Learjet Models)
9. <a href="https://peregrine.aero/wp-content/uploads/2021/01/SR00847DE.pdf">https://peregrine.aero/wp-content/uploads/2021/01/SR00847DE.pdf</a>	6	3.35%	DAC International CMA 6800 EFIS Displays (ED-800 Replacement) Part 29 (Sikorsky S-76B and S-76C)
10. <a href="https://peregrine.aero/wp-content/uploads/2021/01/SR00764DE.pdf">https://peregrine.aero/wp-content/uploads/2021/01/SR00764DE.pdf</a>	5	2.79%	Trig TT22 Transponder ADS-B Out Installation, Part 29 Sikorsky S-76A, S-76B and S-76C Rotorcraft
11. <a href="https://peregrine.aero/wp-content/uploads/2021/05/210503-Peregrine-Hawker-4000-STC-Press-Release-Final.pdf">https://peregrine.aero/wp-content/uploads/2021/05/210503-Peregrine-Hawker-4000-STC-Press-Release-Final.pdf</a>	5	2.79%	Hawker 4000 STC Press Release
12. <a href="https://peregrine.aero/wp-content/uploads/2021/01/SA00756DE_AML.pdf">https://peregrine.aero/wp-content/uploads/2021/01/SA00756DE_AML.pdf</a>	4	2.23%	Trig TT22 Transponder ADS-B Out Installation, Part 23 AML (300+ Aircraft Models)
13. <a href="https://peregrine.aero/wp-content/uploads/2021/01/SA00756DE.pdf">https://peregrine.aero/wp-content/uploads/2021/01/SA00756DE.pdf</a>	4	2.23%	Trig TT22 Transponder ADS-B Out Installation, Part 23 AML (300+ Aircraft Models)
14. <a href="https://peregrine.aero/wp-content/uploads/2021/01/SR00821DE_AML.pdf">https://peregrine.aero/wp-content/uploads/2021/01/SR00821DE_AML.pdf</a>	4	2.23%	BendixKing KT74 Transponder ADS-B Out/In Installation Part 27 AML (Includes Airbus, Bell, MD Helicopters and Robinson Rotorcraft)
15. <a href="https://peregrine.aero/wp-content/uploads/2021/01/SR00821DE.pdf">https://peregrine.aero/wp-content/uploads/2021/01/SR00821DE.pdf</a>	4	2.23%	BendixKing KT74 Transponder ADS-B Out/In Installation Part 27 AML (Includes Airbus, Bell, MD Helicopters and Robinson Rotorcraft)

STCs are the clear winner, but the Hawker Press Release made a nice showing!

# Annex 2 Detailed Performance Statistics

June 2021

# Top Posts/Pages – June 2021

## Top Posts/Pages

1. Peregrine	394
2. Our STCs - Peregrine	196
3. Contact Us - Peregrine	74
4. What We Do - Peregrine	64
5. Message from Dave Rankin - Peregrine	48
6. Who We Serve - Peregrine	41
7. Our Projects - Peregrine	40
8. Our ODA Capability - Peregrine	26
9. Latest News - Peregrine	24
10. The Peregrine Edge - Peregrine	14

# Top Exit Pages – June 2021

## Top Exit Pages

Page Titles	Exits	Page Views	% of Exits
1. Peregrine	102	226	45.13%
2. Our STCs - Peregrine	36	158	22.78%
3. Contact Us - Peregrine	29	60	48.33%
4. Message from Dave Rankin - Peregrine	18	36	50%
5. What We Do - Peregrine	17	40	42.5%
6. Who We Serve - Peregrine	12	25	48%
7. Peregrine	8	11	72.73%
8. Latest News - Peregrine	7	14	50%
9. Our ODA Capability - Peregrine	6	14	42.86%
10. Our Projects - Peregrine	6	12	50%

# Top Download Links – June 2021

## Top Download Links

Link Label	Clicks
1. SA00744DE_AML.pdf	3
2. SA00744DE.pdf	3
3. SA00756DE.pdf	3
4. SR00821DE.pdf	3
5. SR00828DE.pdf	3
6. ST00835DE_AML.pdf	3
7. ST00835DE.pdf	3
8. ST00841DE.pdf	3
9. CAS 67B STC Approved Model List.	2
10. <a href="#">click here for details</a>	2

# Top Landing Pages – June 2021

## Top Landing Pages

Page Titles	Visits	Avg. Duration	Bounce Rate
1. Peregrine	173	1m 42s	2.31%
2. Our STCs - Peregrine	24	1m 27s	0%
3. Message from Dave Rankin - Peregrine	13	29s	15.38%
4. Contact Us - Peregrine	9	52s	0%
5. Log In < Peregrine — WordPress	7	2m 42s	0%
6. Peregrine	6	0s	83.33%
7. Who We Serve - Peregrine	5	0s	20%
8. Our ODA Capability - Peregrine	5	11s	0%
9. The Peregrine Edge - Peregrine	3	3m 57s	0%
10. Saving Time with the ODA Process - Peregrine	3	0s	0%