



AVIAGLOBAL GROUP
INSIGHT. ACTION. ADVANTAGE

June 2021 Peregrine Website Performance Report

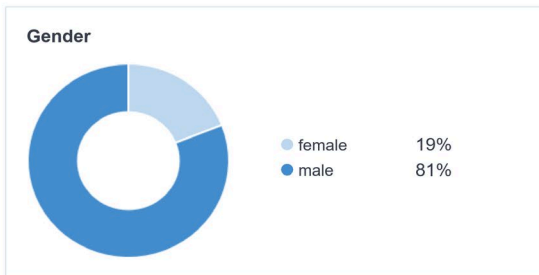
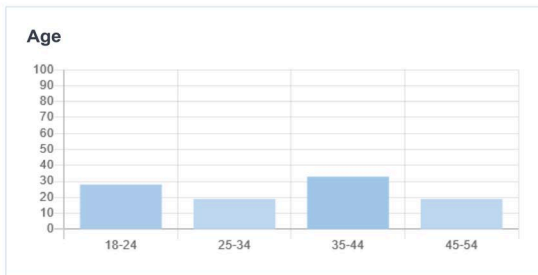
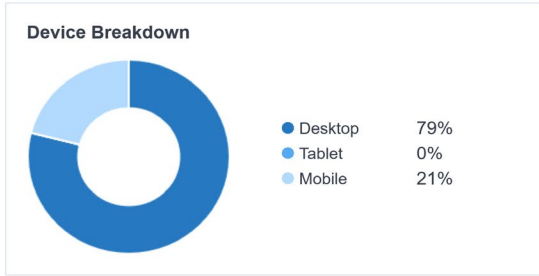
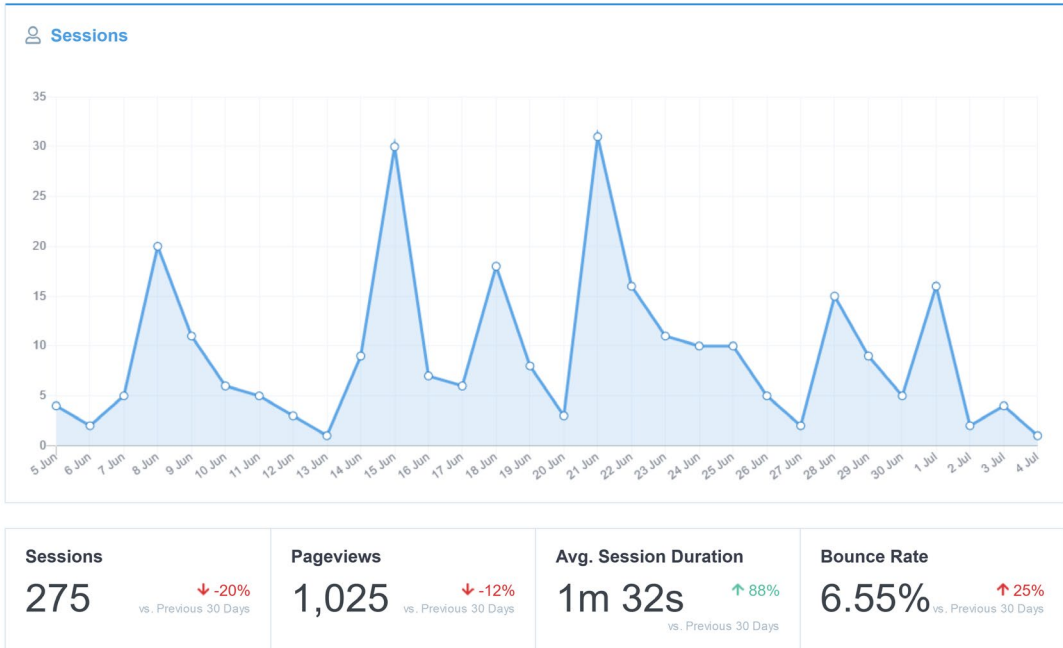
07 July 2021



Website Performance Report – June 2021 Activities

- 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.)

Google Analytics Overview – June 2021



- 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

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 for 'aca stc' showing results from duncanaviation.aero and peregrine.aero. The result from peregrine.aero is circled in red.

aca stc

About 1,450,000 results (0.45 seconds)

<https://www.duncanaviation.aero/news/duncan-aviat-...>
Duncan Aviation STC for ACA Air Purification in Global Slated ...
Jun 26, 2020 — Duncan Aviation is anticipating the completion and availability of its first Supplemental Type Certificate (STC) for the Aviation Clean Air (ACA) ...

<https://www.duncanaviation.aero/news/duncan-aviat-...>
Duncan Aviation Issues STC for Installation of ACA Air ...
Aug 19, 2020 — Duncan Aviation is pleased to announce it has completed an industry-first Supplemental Type Certificate (STC) for the Aviation Clean Air (ACA) ...

<https://www.aloftaeroarchitects.com/article/aloft-ann-...>
ALOFT Announces Configurable, AML-STC for Installation of ...
ALOFT Announces Configurable, AML-STC for installation of the ACA Air Purification System & Airline Launch Partner, Hillwood Airways

<https://peregrine.aero/peregrine-offers-exclusive-stc-f-...>
Exclusive STC for the Aviation Clean Air (ACA) disinfection ...
Jun 2, 2021 — Peregrine has been selected as the exclusive source for the Challenger 600 family of aircraft for the Aviation Clean Air (ACA) active pathogen ...

<https://centreforaviation.com/news/duncan-aviation-iss-...>
Duncan Aviation issues STC for installation of ACA air purification in ...
Duncan Aviation completed (19-Aug-2020) a supplemental type certificate (STC) for the Aviation Clean Air (ACA) ionisation system for a Bombardier Global ...

<https://skiesmag.com/press-releases/skyservice-recei-...>
Skyservice receives STC to install Aviation Clean Air ...
Oct 6, 2020 — "Skyservice is thrilled to include the Dassault Falcon 7X with our other STCs for installing ACA purification and sanitization solutions," said Emlyn ...

Google search for 'emb-120 stc' showing results from aviationtoday.com, avweb.com, aviationpros.com, collinsaerospace.com, and legacy.concordebattery.com. The result from avweb.com is circled in red.

emb-120 stc

About 163,000 results (0.50 seconds)

<https://www.aviationtoday.com/2016/09/27/thomas-...>
Thomas Global Systems TFD-8601 EFIS STC'd on Embraer ...
Sep 27, 2016 — The company also achieved the STC as part of a collaborative effort with EMB 120 operator Ameriflight. The system is available now through ...

<https://www.avweb.com/press-releases/peregrine-an-...>
Peregrine and Worldwide Aircraft Services: STC For ... - AVweb
Aug 11, 2020 — ... a supplemental type certificate (STC), ST00895DE, installing the Garmin G700 TXi Avionics Suite in the Embraer EMB-120 'Brasilia' series ...

<https://www.aviationpros.com/avionics/press-release-...>
Thomas Global Receives FAA STC For Its TFD-8601 Flat ...
Sep 27, 2016 — CRT-to-LCD solution selected by leading EMB 120 operator Ameriflight to improve operational efficiency & reliability and extend cockpit life.

<https://www.collinsaerospace.com/stcs/be-stcs-...>
ST03022AT - STC Information Sheet
FAA STC: ST03022AT. Master Drawing List: 2-25979-001. Aircraft: Embraer EMB-120 Series. Configuration: 1. Sandel ST3400 Terrain Awareness and Warning ...

<https://www.collinsaerospace.com/stcs/be-stcs-...>
ST02661NY-D - STC Information Sheet
FAA STC: ST02661NY-D. Master Drawing List: 0166-07017-2229. Aircraft: Embraer EMB-120ER. Configuration: 1. Honeywell CAS-67A TCAS II and TDR. Mod.

<https://legacy.concordebattery.com/aag3-...>
Embraer EMB-120 24 Volt Aircraft Battery Info
Embraer EMB-120 24 volt replacement battery fitment information and specific certificate info (STC, PMA, TC, TSO, etc.) - Concorde Battery Corporation ...

Google search for 'ads-b stc' showing results from dassaultfalcon.com, flightstar.com, and peregrine.aero. The result from peregrine.aero is circled in red.

ads-b stc

<https://www.dassaultfalcon.com/Documents/ADS-...>
ADS-B Out STC for Falcon 50EX - Dassault Falcon
ADS-B Out. STC for Falcon 50EX. Purchase the STC Data Package from Dassault and correlating components through an authorized Rockwell Collins ...
2 pages

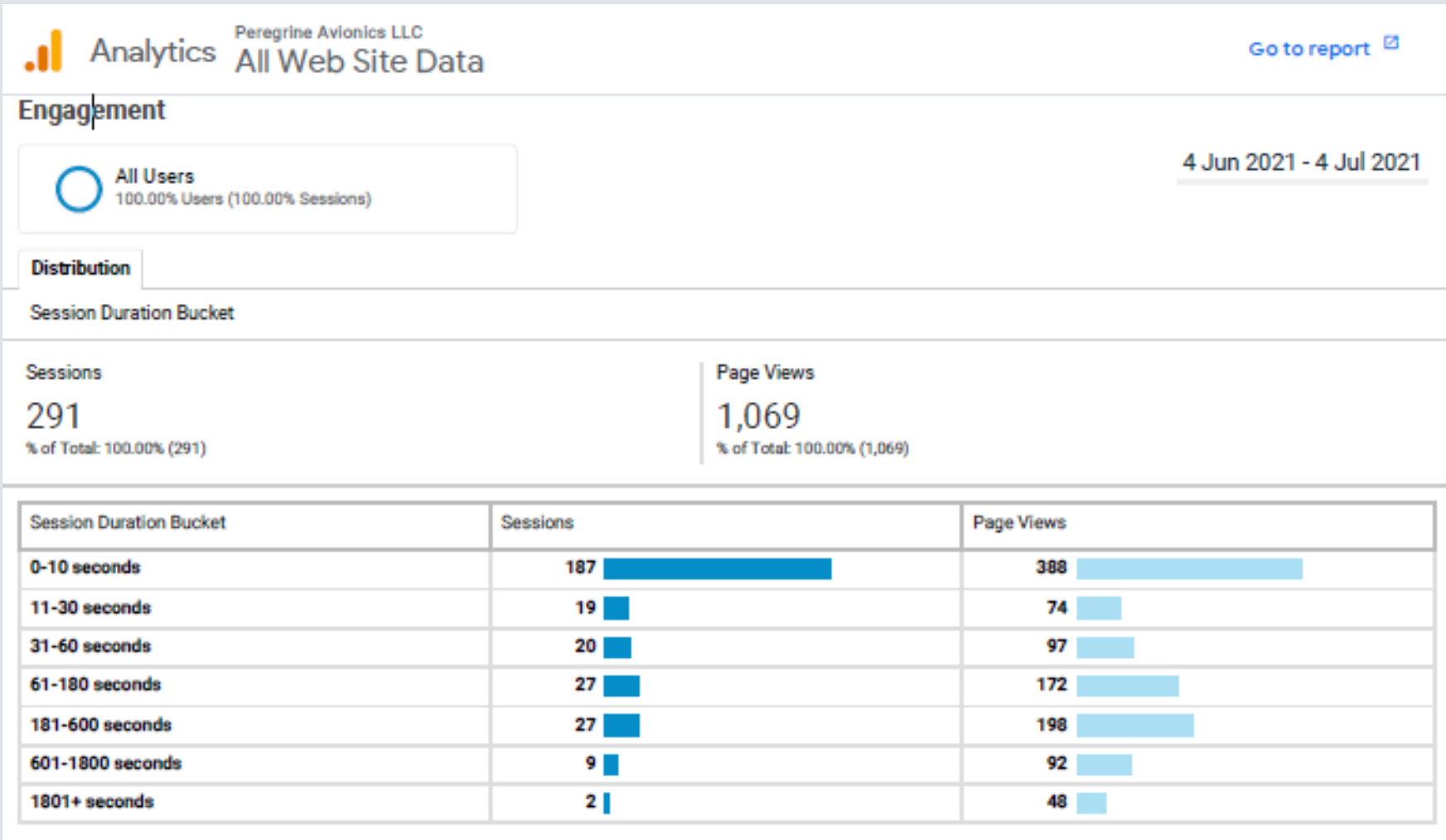
Images for ads-b stc

saab 340 boeing 747 aero dienst trig boeing 737

<https://flightstar.com/avionics/adsb-...>
ADS-B Solutions - Avionics | Flightstar Corporation
LEARJET 40/45. Our trusted ADS-B OUT STC for the Bombardier Learjet 40 and Learjet 45 has been implemented in numerous airframes around the world.

<https://peregrine.aero/home/stcs-...>
Our STCs - Peregrine
Trig also provides general background information on its ADS-B STC program here. TCAS II v7.1 STC. Peregrine TCAS ...

User Engagement – June 2021



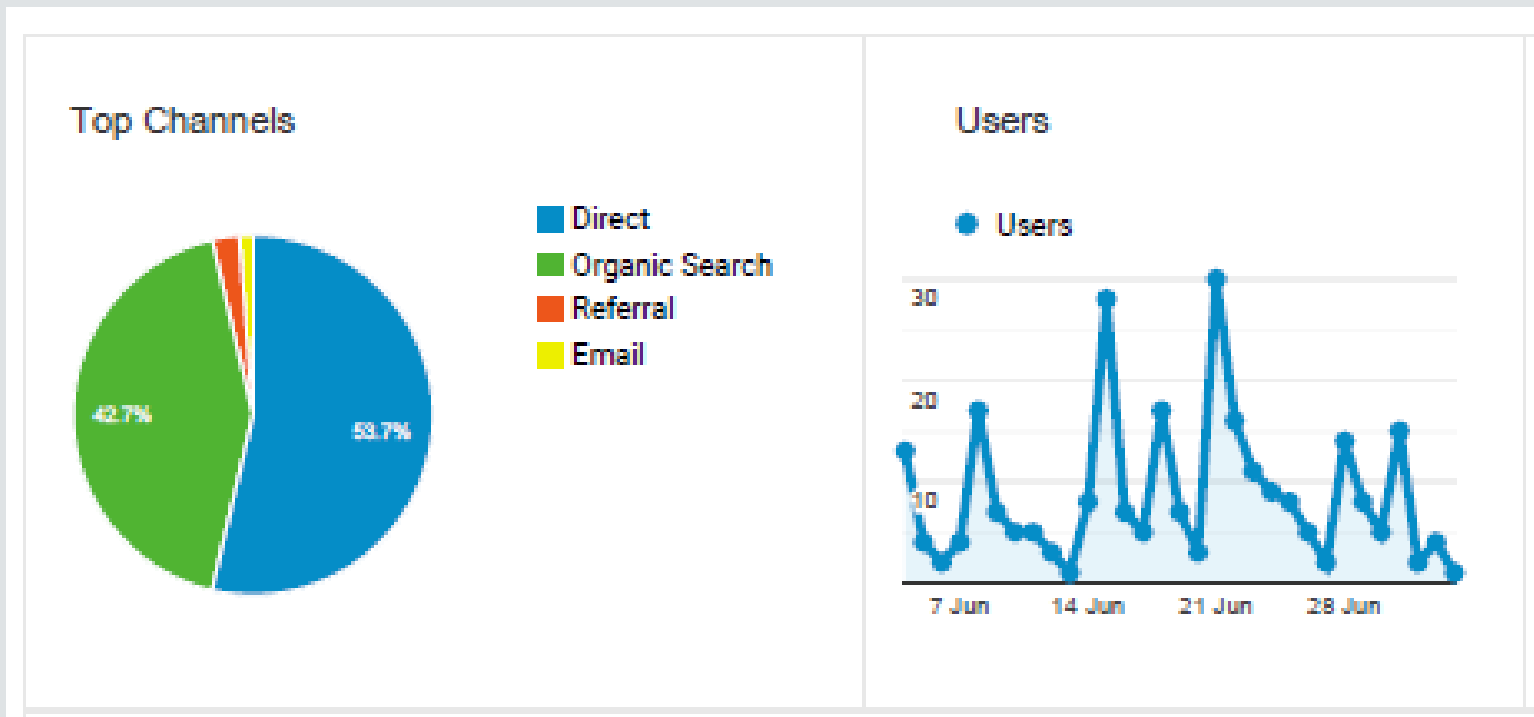
About 1/3 of the website visitors stay for a deeper look, and visit a number of pages

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.

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. click here for details	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%