



AVIAGLOBAL GROUP
INSIGHT. ACTION. ADVANTAGE

Peregrine Avionics

Web Marketing Report

06 May 2022



Tasks & Actions: Website Enhancement

April 2022

- Content
 - Updated monthly message, stressing project capabilities of Peregrine and linking these capabilities to custom STC creation
 - Modified menu item: “Products” → “STC Availability”
 - Added G150 Campaign page, along with links and references throughout site, along with G150 Blog entries
 - Added keywords and tags throughout site
- Form
 - Completed initial “look & feel” update conforming to Peregrine branding guide
 - Added second scrolling main image
 - Incorporated majority of suggestions from the Peregrine branding audit
- Maintenance
 - Performed weekly security scans
 - Updated Plug Ins as needed during month
 - Continued monitoring email deliverability via AGG dmarcian.com account
 - Performed monthly privacy conformance form updates



[CONTACT US](#)

Peregrine Avionics

Excellence in Aircraft Engineering since 2009

THE PEREGRINE EDGE

STREAMLINE YOUR STC WITH AN ODA

OLD HOME PAGE
Landing View

[📅 READ OUR DECEMBER MESSAGE FROM THE PRESIDENT...5G EXPANSION PAUSED, LATEST REPORT FROM GAMA, AND MORE !](#)



WHAT WE DO ABOUT US OUR CLIENTS STC AVAILABILITY PROJECTS BLOG PRESS CONTACT



MAY 2022 UPDATE

Excellence in Aircraft Engineering since 2009

THE PEREGRINE EDGE

NEW HOME PAGE
Landing View
1st Image



WHAT WE DO ABOUT US OUR CLIENTS STC AVAILABILITY PROJECTS BLOG PRESS CONTACT



MAY 2022 UPDATE

Excellence in Aircraft Engineering since 2009

IMPORTANT G150 UPDATE



NEW HOME PAGE
Landing View
2nd Image



Peregrine developed STC for AVANCE L3 SATCOM

Peregrine developed STC for the PC-12 brings economical SATCOM connectivity to this popular aircraft

[MORE ON AVANCE SATCOM STC](#)



Peregrine COVID-19 Disinfection System STCs

Developing timely solutions to meet market demands - Peregrine's COVID-19 continuous disinfection system for Gulfstream, Dassault, Textron and Bombardier aircraft

[READ THE PRESS RELEASE HERE](#)



Peregrine developed STC for EMB-120 Glass Cockpit

Peregrine developed an integrated Garmin cockpit retrofit for EMB-120s Peregrine also developed STCs for the replacement of obsolete CRTs in fixed and rotary wing aircraft

[MORE ON THE EMB-120 PROJECT](#)

[OLD HOME PAGE](#)
[Scroll Down](#)

Our Engineering Services

From our location at the Denver area Centennial Airport, [our mission](#) is to apply our experience in [engineering development, avionics integration and installation certification](#) to solve your most challenging problems.

We perform both [Supplemental Type Certification \(STC\)](#) and Type Certification (TC) development services for aircraft (Part 23/25) and for rotorcraft (Part 27/29) and for their international equivalents.

Our expanded capabilities include fabrication, prototyping and additive manufacturing allowing us to create installation kits to include with our STCs. Our anticipated [Organization Designation Authorization \(ODA\)](#) capability will offer turnkey

Breaking News...

[VIEW OUR BLOG](#)

Paused 5G Expansion Amid FAA Safety Concerns

On Dec. 5, AT&T and Verizon had planned to roll out new 5G networks using the C-band spectrum.

[READ MORE >](#)

2021-12-01

GAMA Third Quarter Aircraft Market Report

The General Aviation Manufacturers Association (GAMA) has just released its report of general aviation aircraft shipments and billings

[READ MORE >](#)

2021-12-01

Cellular 5G interference with radio altimeters remains a hot topic

The rollout of 5G telecommunications and the potential interference with aircraft operations remains a hot topic. The FAA,

[READ MORE >](#)

2021-11-10

Our Associations



Client Login

You are Logged in as Administrator ([Logout](#))





EMB-120 Cockpit STC



ADS-B Solution STCs



ADS-B Transponder STC

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NEW HOME PAGE
Scroll Down

Breaking News...

STC Available for G150 Flap/Slat Heater Installation

On behalf of Gulfstream Aerospace, Peregrine has completed a supplemental type certificate (STC), ST01075DE, covering the installation of

[READ MORE](#)

2022-04-08

Solve your G150 Flap/Slat Freeze-up

A Peregrine-developed FAA STC for Gulfstream FAST G150s resolves the problem of freeze-up of G150 flap and slat

[READ MORE](#)

2022-03-11

Paused 5G Expansion Amid FAA Safety Concerns

On Dec. 5, AT&T and Verizon had planned to roll out new 5G networks using the C-band spectrum,

[READ MORE](#)

2021-12-01

[READ PRESS RELEASES](#)

Our Associations



[Client Login](#)

Solve your G150 Flap/Slat Freeze-up

[Home](#) > Solve your G150 Flap/Slat Freeze-up

G150 Flap/Slat Actuator Heaters

A Peregrine-developed FAA STC, recently installed on all Gulfstream FAST G150s, resolves the problem of freeze-up of G150 flap and slat actuators that can prevent the deployment of these secondary flight controls.

When a G150 has been exposed to precipitation or high humidity followed by exposure to freezing temperature at altitude can cause the flap and slat actuation drives to freeze.

Without flap and slat availability, diversions to airports with longer runways to accommodate higher landing speeds. This introduces unplanned delays and disruptions for passengers that depend on timely, convenient air transportation.



Elimination of flap/slat actuator freeze-up ensures:

- ✓ On-time, point-to-point travel for G150 VIP passengers.
- ✓ Reduced aircraft wear and tear and unplanned maintenance due to higher-than-normal landing speeds.
- ✓ Elimination of costly, time-consuming inconvenient diversions.

[DOWNLOAD THE STC WHITE PAPER](#)

[SEE OUR PRESS RELEASE](#)

[DOWNLOAD THE STC](#)

[SEE OUR PROJECT DESCRIPTION](#)



G150 Page
Landing

FAQ

How do I equip my G150 with this STC?

Peregrine can provide a complete STC and installation package to your preferred repair station. The STC and associated components are available directly from Peregrine.

Peregrine also offers a turnkey solution including labor, STC and project management for complete installation and return to service of your G150 at our selected Denver area FAA authorized repair station that is familiar with this STC.

Why did Peregrine develop this STC?

Gulfstream operates several 'Gulfstream Field and Airborne Support Teams (FAST)' G150 aircraft to provide factory service for customers.

The FAST G150 aircraft encountered this flap/slat actuation issue and worked with Peregrine and their selected authorized repair facility to develop a retrofit solution.

Peregrine answered the challenge and developed a complete STC solution that has subsequently been installed on the FAST aircraft.

What is added to my aircraft?

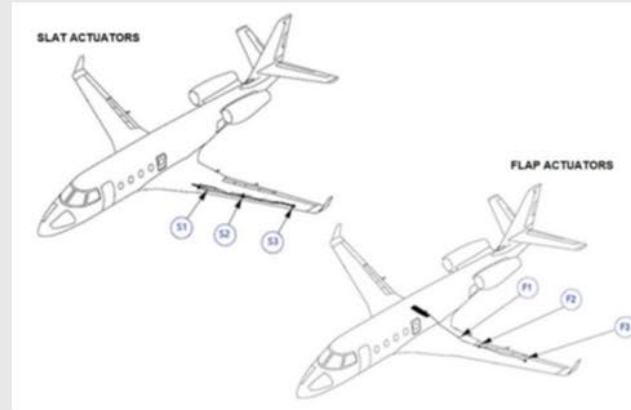
The G150 flap and slat drive system is composed of a Power Drive Unit (PDU), flexible drive shafts and twelve linear ball screw actuators (3 per wing, 2 systems).

The STC adds heater components to each of the twelve (12) actuator devices, a control module located in the fuselage, a cockpit switch/annunciator and associated bracketry and wiring.

The system weight totals less than six (6) lbs.



G150 Page
1st Scroll Down



How does this affect operation and maintenance of the aircraft and the flap/slat systems?

The STC does not modify the G150 Flap/Slat drive system including controls, indications, safety mechanisms or recommended lubrication maintenance procedures.

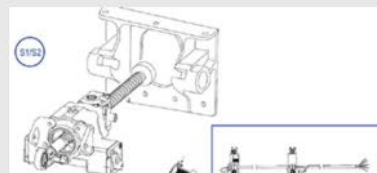
External supplemental heaters are added to existing components

What changes are made to the flight deck?

An On/Off switch/annunciator is added to the control pedestal.

What is involved in the installation of the system?

The flaps and slats are removed to access the drive system. Once the heaters, control modules and wiring are installed, the flaps and slats are replaced and, if necessary, rigged in accordance with Gulfstream service procedures detailed in G150 ATA 100 documentation. (ATA 27-82-01, 27-80-00-AT, 27-51-05-RI, 27-50-00-AT).



**G150 Page
2nd Scroll Down**

Google Analytics Overview

6 April – 5 May 2022

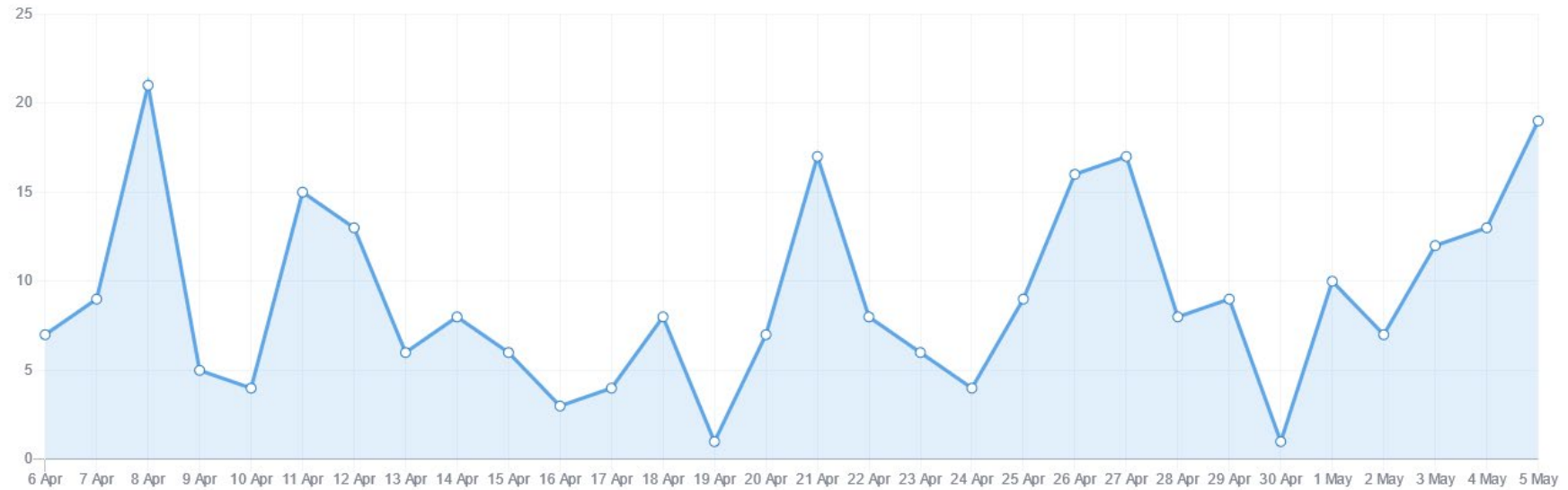
Overview Report

Export PDF Report

Last 30 days: April 6 - May 5, 2022

Sessions

Pageviews



Sessions

273

↓ -6%
vs. Previous 30 Days

Pageviews

559

↓ -23%
vs. Previous 30 Days

Avg. Session Duration

1m 45s

↓ -21%
vs. Previous 30 Days

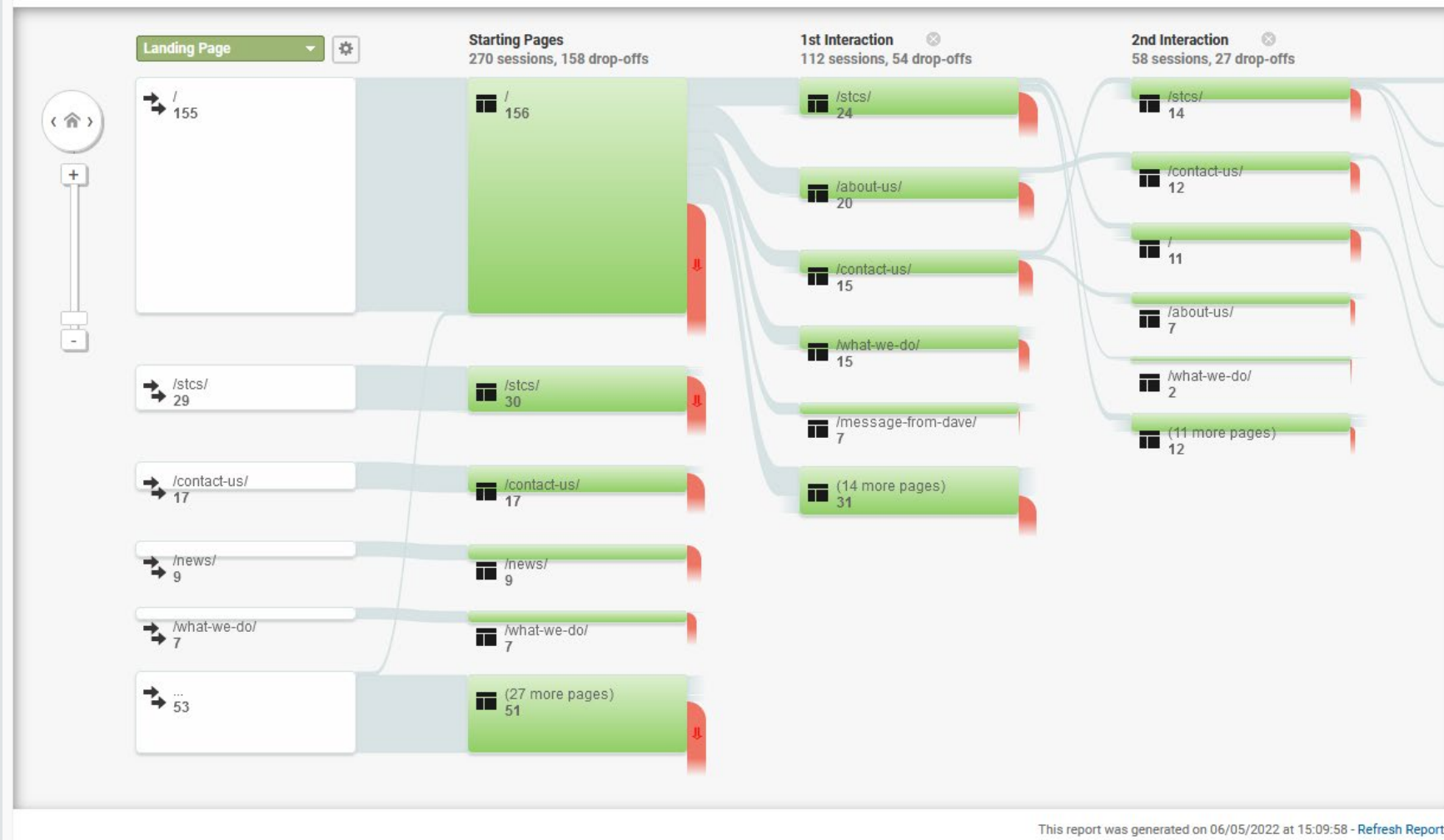
Bounce Rate

48.72%

↑ 2%
vs. Previous 30 Days

Google Analytics Behavior Flow

6 April – 5 May 2022



This report was generated on 06/05/2022 at 15:09:58 - Refresh Report

Google Search Console

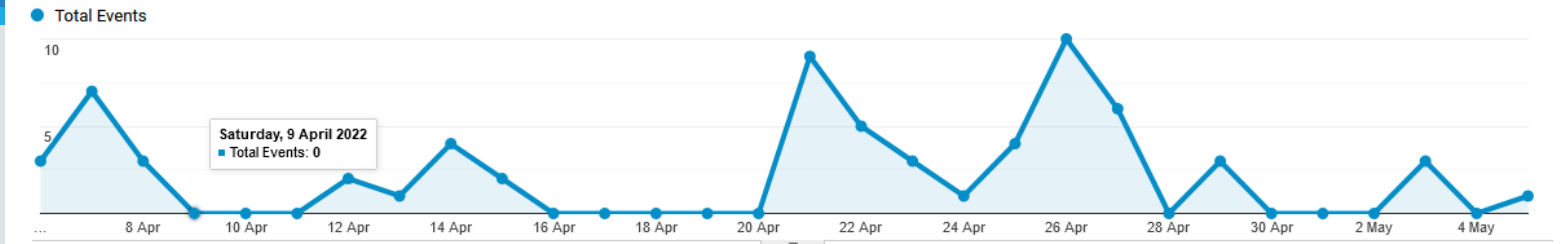
6 April – 5 May 2022

Top 50 Google Search Terms (i)

Terms	Clicks	Impressions	CTR	Avg. Position
1. peregrine aviation	9	47	19.15%	2.7
2. peregrine avionics	7	12	58.33%	1
3. mexico flight data recorder requirements	2	33	6.06%	2.8
4. peregrine aerospace	2	3	66.67%	1
5. ed-112a pdf	1	1	100%	29
6. emb 120 cockpit	1	68	1.47%	8.9
7. embraer 120 cockpit	1	40	2.5%	4
8. peregrine engineering	1	17	5.88%	5.1
9. supplemental type certificate	1	24	4.17%	34.4
10. "gama"	0	1	0%	42

Top Download Events

6 April – 5 May 2022



Primary Dimension: Event Action Event Label Other

Plot Rows Secondary dimension Sort Type: Default advanced

Event Action	Total Events	Unique Events	Event Value	Avg. Value
	67 % of Total: 6.01% (1,115)	64 % of Total: 9.73% (658)	0 % of Total: 0.00% (1,032)	0.00 Avg for View: 0.93 (-100.00%)
1. https://peregrine.aero/wp-content/uploads/2021/01/SA00765DE_AML.pdf	4 (5.97%)	4 (6.25%)	0 (0.00%)	0.00
2. https://peregrine.aero/wp-content/uploads/2021/01/ST00790DE_AML.pdf	4 (5.97%)	3 (4.69%)	0 (0.00%)	0.00
3. https://peregrine.aero/wp-content/uploads/2021/01/SA00744DE_AML.pdf	3 (4.48%)	2 (3.12%)	0 (0.00%)	0.00
4. https://peregrine.aero/wp-content/uploads/2021/01/SA00756DE_AML.pdf	3 (4.48%)	3 (4.69%)	0 (0.00%)	0.00
5. https://peregrine.aero/wp-content/uploads/2021/01/SA00756DE.pdf	3 (4.48%)	3 (4.69%)	0 (0.00%)	0.00
6. https://peregrine.aero/wp-content/uploads/2021/01/ST00835DE.pdf	3 (4.48%)	3 (4.69%)	0 (0.00%)	0.00
7. https://peregrine.aero/wp-content/uploads/2022/04/220317-Peregrine-G150-Flap-Slat-Heater-Press-Release.pdf	3 (4.48%)	3 (4.69%)	0 (0.00%)	0.00
8. https://peregrine.aero/wp-content/uploads/2021/01/SA00744DE.pdf	2 (2.99%)	1 (1.56%)	0 (0.00%)	0.00
9. https://peregrine.aero/wp-content/uploads/2021/01/SA00765DE.pdf	2 (2.99%)	2 (3.12%)	0 (0.00%)	0.00
10. https://peregrine.aero/wp-content/uploads/2021/01/SR00925DE.pdf	2 (2.99%)	2 (3.12%)	0 (0.00%)	0.00

Show rows: 10 Go to: 1 1-10 of 39

This report was generated on 06/05/2022 at 15:15:49 - Refresh Report

SA00765DE – KT74 Transponder
 ST00790DE – TCAS Change 7.1
 SA00744DE – TT31 Transponder
 SA00756DE – TT22 Transponder
 ST00835DE – GTX 335R/345R XPDR
 SR00925DE - GTX 335R/345R XPDR

What's next?

- Our observation
 - Google Analytics shows that we are attracting a lot of non-revenue STC download traffic
 - This is unsurprising since current agreed site messaging is STC focused while Peregrine makes most of its revenue from work-for-hire projects
 - So.....
- We recommend restructuring of the website merging STC and Project pages to create a single “STC Projects” page
 - New material should be developed around projects in progress, to reinforce the core business message and **market Peregrine’s revenue generating capabilities**
 - Focus should be on enhancing content related to **project achievements and blog entries**
 - Enhance depth of new Peregrine core content **including current in-progress project presentations**; focus website on attracting new project clients
 - Website could be personalized with **addition of a Peregrine Management blog**, in addition to the current news feed



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Peregrine Website

Supplemental Google Analytics Results

6 April – 5 May 2022



Top Landing Pages

6 April – 5 May 2022

Top Landing Pages



Page Titles	Visits	Avg. Duration	Bounce Rate
1. Peregrine - Aircraft Systems Engineering & Certification#	154	2m 17s	42.21%
2. Our STCs - Peregrine	29	1m 35s	44.83%
3. Contact Us - Peregrine	17	23s	70.59%
4. Latest News - Peregrine	9	0s	100%
5. What We Do - Peregrine	7	3m 46s	57.14%
6. Solve your G150 Flap/Slat Freeze-up - Peregrine	6	1m 14s	50%
7. The Peregrine Edge - Peregrine	4	1m 34s	50%
8. First glass cockpit retrofit for EMB-120 - Peregrine	4	0s	100%
9. Our STCs - Peregrine	3	2m 33s	0%
10. Company News - Peregrine	3	0s	100%

Top Exit Pages

6 April – 5 May 2022

Top Exit Pages i

Page Titles	Exits	Page Views	% of Exits
1. Peregrine - Aircraft Systems Engineering & Certification#	82	100	82%
2. Our STCs - Peregrine	55	72	76.39%
3. Contact Us - Peregrine	30	36	83.33%
4. What We Do - Peregrine	19	22	86.36%
5. The Peregrine Edge - Peregrine	15	16	93.75%
6. Latest News - Peregrine	11	12	91.67%
7. Our Project Portfolio - Peregrine	8	9	88.89%
8. Solve your G150 Flap/Slat Freeze-up - Peregrine	6	8	75%
9. Who We Serve - Peregrine	4	4	100%
10. First glass cockpit retrofit for EMB-120 - Peregrine	4	4	100%

Top Outbound Links

6 April – 5 May 2022

Top Outbound Links ⓘ	
Links	Total Clicks
1. BendixKing	2
2. https://gama.aero/news-and-events/press-releases/gama-publishes-third-quarter-2021-aircraft-shipments-and-billings-report/	2
3. SEAerospace	2
4. Trig	2
5. (not set)	1
6. Curtiss Wright	1
7. DAC International	1
8. LinkedIn	1
9. Western Aircraft	1

User Engagement

6 April – 5 May 2022

