AVIAGLOBAL GROUP
INSIGHT, ACTION, ADVANTAGE

Peregrine Website Sustaining Support Proposal

01 June 2021

Peregrine Website Status Quo – 31 May 2021

- Attractiveness and professionalism of website confirmed by customers

- Website SEO is working well
  - Significant new traffic driven from search engines

- Email campaigns are effective
  - Clear visit peak around recent Hawker campaign
  - Significant roll-off since then due to lack of further campaigns

- STC downloads remain the primary visitor interest, as well as interest in keeping up with Peregrine news overall

- Website contact form continues to deliver quality leads each month

AVIAGLOBAL GROUP
INSIGHT. ACTION. ADVANTAGE.

Website Sustaining Support Proposal

- Given the Peregrine desire for overhead reductions for the foreseeable future, AGG proposes the following reduced cost maintenance & support proposal:

  1. Weekly website security & software update scans

  2. Development of and blog/posting of up to 2 press releases per month

  3. Conduct of up to 2 email campaigns per month, based on the issued press releases or on other timely information

  4. STC page and download file updates at AGG discretion, with Peregrine approval

  5. Implementation of testimonial inbound and outbound web links at AGG discretion, with Peregrine approval

- AGG proposes to carry out this activity for a monthly fee of $1500, to be contracted for a duration of 12 months, effective 1 June 2021, renewable annually based on mutual agreement. Intent not to renew must be communicated 90 days prior to the end of the current agreement term.

- AGG will report to Peregrine by email monthly on the website maintenance tasks, updates and email campaigns carried out, with Zoom meetings as needed from time to time, driven by current events and mutual communication needs.

- In addition to the monthly support fee, AGG will bill Peregrine for actual costs associated with web hosting, email campaign and software subscription fees, as incurred by AGG in support of website and email operation.

  - Web hosting & software fees are paid up through year-end 2021, while MailChimp is billed on a monthly basis. See following slide for details.

AVIAGLOBAL GROUP
INSIGHT. ACTION. ADVANTAGE.

Services & software supporting Peregrine Website

Website Fundamentals

$ Web Hosting
- InMotionHosting.com Power Plan
- Website Backup Management

✓ WordPress Theme: Fabricator
- Chosen for Look & Feel and manufacturing template orientation
- Provides page templates, enhanced plugins, editing widgets, MailChimp Integration

$ Content Management System (CMS)
- Elementor Pro

$ MailChimp Essentials (up to 5000 contacts)

Plugins

$ Loginizer Security

$ Complianz

$ All in One SEO

$ Monster Insights

$ Really Simple SSL

✓ UnderConstructionPage

✓ Smush

✓ W3 Total Cache

✓ WP Mail SMTP

Plugin Functionality

- Brute Force, 2FA, reCaptcha
- Global Privacy Conformance
- Search Engine Priority
- Google Analytics
- SSL Certificate
- Construction Mode Edits
- File & Object Size Optimizer
- Loading Speed Optimizer
- SMTP for site messages

- Annual Hosting, Site Backups, Dedicated IP & SSL Certificate (~$390) are paid-up through Dec 2021
- Annual CMS and Plugin licenses (~$275) are paid-up through Jan 2022
- MailChimp Fees are $52.99/month; Check-marked items are paid-up in perpetuity

AVIAGLOBAL GROUP
INSIGHT. ACTION. ADVANTAGE.