



Registry Operator Monthly Report

December 2024

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As required by the Department of Commerce/Registry Services, LLC (“Registry Services”) Contract, this report provides an overview of Registry Services’ activity during the reporting month.

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Section 1: Summary of Major Events

Contractor and Policy Update

The Administrator held its final 2024 Stakeholder Council meeting on 12 December 2024. Approved minutes will be available after the Q1-2025 meeting has concluded.

Stakeholder Council agenda:

- Welcome
- Roll call and approval of September 2024 minutes
- Stakeholder & Administrator Updates
- Q4 Marketing Update
- AOB & Closing

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,541 total usTLD Locality names. Of those, Registry Services manages 9,260 as the Delegated Manager, and the remaining 3,281 are covered by external Delegated Manager Agreements.

There were no Delegated Manager agreements executed this month.

Technical and Operational Update

There were no operational changes during December 2024.

Marketing Update

The year ended strong with December marketing efforts strategically targeting in-the-moment searches to drive bottom-of-the-funnel conversions. By streamlining paid media to Performance Max and Paid Search platforms, we maximized efficiency and focused on delivering tangible results: domain registrations to close out the year. The .US marketing strategy's emphasis on cross-channel visibility ensured we reached in-market users effectively, boosting brand awareness, loyalty, and conversions. Below is a summary of December's paid advertising performance.

In December, Organic emerged as the leading channel for driving website traffic, contributing 32% of the total, followed by Referral, Paid Search, and Performance Max. Year-over-year growth was evident, with increases in key

engagement metrics such as domain name searches and outbound clicks to registrars. Strategic optimizations and testing of new platforms reinforced our commitment to aligning campaigns with brand objectives, driving measurable growth, and strengthening the .US brand's digital presence.

In addition to paid media, content development for both organic social media, as well as regular blog publications to the about.us website, serve to fuel long-term brand goals for awareness and community engagement. These purpose-driven initiatives focus on engaging the .US community of entrepreneurs and small business owners, cultivating .US brand equity and supporting brand recall at the point of purchase. Providing genuine and authentic brand connections, through curated blog posts, engaging social media content, and user-friendly web interactions drives brand trust and credibility, two important factors in the consumer decision-making process. The .US marketing strategy continues to invest in content and search engine optimization efforts to support long-term brand value across the .US audience and drive increased brand visibility for the .US website, www.about.us, on search engines.

Content efforts for December focused on an educational guide for SMBs launching a new website as well as an engagement piece promoting .US domains for non-profit businesses.

- Your Step-by-Step Guide to Conduct Keyword Research

(<https://www.about.us/blog/your-step-by-step-guide-to-conduct-keyword-research>) This blog explains how small business owners can effectively conduct keyword research to improve their website's SEO, drive traffic, and enhance content strategy, without the need for an SEO specialist.

- How .US Domain Registrations Help Nonprofits Connect with American Audiences

(<https://www.about.us/blog/how-.us-domain-registrations-help-nonprofits-connect-with-american-audiences>) This blog explains the advantages of choosing a ".US" domain for nonprofit organizations, highlighting its benefits in establishing credibility, enhancing visibility, fostering community, and offering cost-effective domain options.

Blog traffic accounted for 18% of total website traffic for the month of December and 35% of total organic traffic. Blog traffic is split evenly between mobile and desktop users, capturing a higher percentage of mobile views than general traffic which skews heavily towards desktop. Maintaining a responsive, mobile-friendly website ensures that the .US audience can easily consume information and makes blog content accessible.

Social activation across Facebook and X also remained active with a mix of posts aimed at engaging users, promoting the .US domain, and driving referrals

to the www.about.us website. Content buckets for the month include: .US brand ambassadors, .US benefits and educational content targeted to SMB owners. A summary of social activity is included below:

Total Number of Posts (Facebook + X): 76

Total Impressions: 23K

Brand Ambassadors Featured:

- **them.us** - From in-depth storytelling on the fight for LGBTQ+ rights to intimate profiles of queer cultural vanguards, them is a platform for all of the bold and rebellious ways that LGBTQ+ people are reshaping the world every day.
- **americanhomefunding.us** - American Home Funding focuses on new construction purchase business by working closely with some of Jacksonville, Florida's top builders and being chosen as their preferred broker.
- **beautybygod.us** - A Christian fashion designer's fashion company, featuring haute couture collections inspired by divine visions, overcoming hardships, and spreading God's love and beauty to the world.

Other Updates

New registrations in December 2024 were 63.69% higher than December 2023. Names under management in December 2024 were 12.17% higher than December 2023. The renewal rate in September 2024 (most current data available due to 45-day grace period) was higher year over year at 69.87% vs. 61.87% in September 2023.

Section 2: Performance Data

Service Level Agreement Measurements

Service Level Requirement	Requirement	Actual
Service Availability – SRS	99.900%	100%
Service Availability – Nameservers	100.000%	100%
Service Availability- Whois	99.950%	100%

Planned Outage Duration - SRS	8 hours	0 hours
Planned Outage Duration - Nameservers	None	0 min
Planned Outage Duration - Whois	8 hours	0 hours
Extended Planned Outage Duration – SRS	18 hours	0 hours
Extended Planned Outage Duration – Nameservers	None	0 min
Extended Planned Outage Duration – Whois	18 hours	0 hours
Processing Time - Add, Modify, Delete of all objects	3,000ms for 95%	100% < 3,000ms
Processing Time - Query Domain	1,500 ms for 95%	100% < 1,500ms
Processing Time - Whois Query	1,500 ms for 95%	100% < 1,500ms
Processing Time - Nameserver Resolution	1,500 ms for 95%	100% < 1,500ms
Update Frequency - Nameserver	15 min. for 95%	100% < 15 mins
Update Frequency - Whois	15 min. for 95%	100% < 15 mins

Section 3: Monthly Transaction Statistics

Total Domains Under Management	2,301,871
Totals Nameservers Managed	206,775

Billable Transactions

Transaction Type	# of Transactions
Adds	72,252
Auto-Renews	5,123
Renews	73,755
Transfers	1,871
Deletions for Credit	609
Total	153,610

Total Extensible Provisioning Protocol (EPP) Transactions during the Month**(Includes failed transactions)**

Command	# of Transactions
Check Contact	4,235,656
Create Contact	1,431,026
Delete Contact	200,024
Info Contact	2,433,165
Transfer Contact	0
Update Contact	606,091
Check Domain	29,021,773
Create Domain	33,358,108
Delete Domain	39,263
Info Domain	3,892,173

Renew Domain	70,760
Transfer Domain	98,060
Update Domain	653,757
Check Host	2,563,054
Create Host	263,692
Delete Host	234,959
Info Host	512,821
Update Host	10,234
Totals	79,624,616

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,708,755
Minimum Daily Transactions	1,781,767
Average Daily Transactions	2,568,536

Transaction Type	# of Transactions
Total Billable Transactions	153,610
Total number of Whois Queries	89,197,825
Total number of DNS Queries	93,488,699,192
Total EPP Transactions	79,624,616
Total Registry Transactions	93,657,675,243

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	17,980
Visits	3,000
Average Visit Length	0 min 46 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	246
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	112
Changes to Delegated Managers	0
Updates to Locality Domains	20

Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during December 2024.

Domain Name	Registrar	Date	Complaint
vought.us	NameCheap, Inc.	12/28/2024	WHOIS
worldgovernment.us	PDR Ltd. d/b/a PublicDomainRegistry.com	12/21/2024	WHOIS
pklo.us	NameSilo, LLC	12/19/2024	WHOIS
Geekimpulse.us	Sav.com, LLC - 1	12/18/2024	WHOIS
eradicate.us	Squarespace Domains II LLC	12/15/2024	WHOIS
buybetterbovine.us	Tucows Domains Inc.	12/11/2024	WHOIS
smschools.us	NameCheap, Inc.	12/6/2024	WHOIS
Airrex.us	NameSilo, LLC	12/6/2024	WHOIS
stickerjoy.us	Register.com, Inc.	12/1/2024	WHOIS

Registry Services, LLC conducts regular spot-checks for Nexus compliance each month. These checks are in addition to investigating specific validation requests from third parties through the complaint tool.

Description	
December 2024 [.]us domain names reviewed (Nexus)	2,371
% of domain names pass primary investigation	95.36%

Definitions

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