



Registry Operator Monthly Report

April 2024

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Dept of Commerce Contract No: 1331L519C13350044

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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This document is provided pursuant to the disclaimer provided on the last page.

Section 1: Summary of Major Events

Contractor and Policy Update

There were no policy updates during April 2024.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,534 total usTLD Locality names. Of those, Registry Services manages 9,260 as the Delegated Manager, and the remaining 3,272 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 April 2024.

Marketing Update

April marketing efforts continued with a mix of awareness, engagement and consideration activities. Our ongoing efforts in paid advertising are strategically tailored to engage in bottom-of-the-funnel interactions, driving conversions, and supporting new registrations. Paid advertising efforts consist of targeted ads on Facebook and Instagram, Google paid search text ads and the recent addition of Google Performance Max. The .US marketing strategy seeks to maximize return on paid investment by focusing on lower funnel activities which drive higher rates of conversion. The current mix of marketing media works to drive maximum cross-channel visibility to users in-market for domain names, ultimately leading to increased awareness and registrations. April paid advertising results are summarized below.

- Website Sessions: 12,244
- Website Conversions: 4,991
- Impressions: 270K

April website conversion rates are up again month over month with a 4.5% increase from March. Rates have steadily been increasing since the launch of Google Performance Max in February which has led to increases for both paid search and social advertising conversions. Social media retargeting has seen the biggest benefit with conversion rates ranging from 20-30%. Ongoing

optimizations and testing into new platforms ensure campaigns drive towards brand objectives for continued growth.

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 April focused on an interview feature for a .US business and an educational piece on keyword research:

- **How OKPrint.US is Bringing Bespoke Luxury Into the Printing World** - OKPrint.US's mission is to elevate the importance of meticulously designed business cards and their choice of a .US domain establishes credibility and fosters relationships in the US market, reflecting their commitment to providing top-quality printing products globally. <https://www.about.us/blog/how-okprint-us-is-bringing-bespoke-luxury-into-the-printing-world>
- **Your Step-by-Step Guide to Conduct Keyword Research** - The article highlights how mastering keyword research is essential for business owners to enhance their online visibility, attract traffic, and improve SEO performance, offering a step-by-step guide for conducting effective keyword research without necessarily hiring an SEO expert. <https://www.about.us/blog/your-step-by-step-guide-to-conduct-keyword-research>

Blog traffic accounted for 46% of total website traffic for the month of April and 47% of organic website traffic. About one in every two users to the about.us website discovered the site from an organic blog search, which demonstrates the value of quality content for long-term growth.

Social activation across Facebook and X also remained active with a mix of posts aimed at engaging users, and 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): 84

Total Impressions: 64K

Brand Ambassadors Featured:

- **curioso.us** – A collective of architects, interior designers, and artists working together to design meaningful experiences.
- **powerdesigninc.us** – A design build multi-trade contractor with dynamic projects nationwide.
- **blueroad.us** - An integrated developer dedicated to acquiring, remodelling and managing assets that are supported by real estate.
- **advancedmarinegroup.us** - Offers a complete yacht management package so that owners can relax.

In addition to organic and paid media efforts, .US also participated as a sponsor in the 2024 Bipartisan Tech Conference held in Washington D.C. on April 17. The conference is put on by Next Century Cities which is a 501(c)(3) nonprofit coalition of member municipalities focused on supporting local efforts to increase broadband access and adoption. .US was proud to be able to support this conference and the ongoing effort by Next Century Cities to ensure that every resident in every community has access to 21st Century opportunities. The conference included 150 local leaders, residents, advocates, academicians, Internet service providers, and other practitioners representing Next Century Cities member municipalities from across the country gathering for community storytelling, nationwide networking, and policy ideating.

.US was the official coffee bar sponsor for the event, providing branded cups, napkins, stir sticks, mints, and cold brew and hot coffee for all attendees.

Additionally, sponsorship benefits include:

- Display of logo sponsor page on website
- Display logo throughout the venue on signage and/or screens.
- Display of logos on break slides for virtual attendees
- Recognition during the opening or closing remarks.
- Space for promotion of .US Town Hall
- Social media post to promote .US Town Hall (Oct.)
- Newsletter mention of .US Town Hall (Oct.)

Other Updates

New registrations in April 2024 were 130.64% higher than April 2023. Names under management in April 2024 were 3.10% higher than April 2023. The renewal rate in January 2024 (most current data available due to 45-day grace period) was lower year over year at 66.68% vs. 67.73 % in January 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	2,093,177
Totals Nameservers Managed	210,290

Billable Transactions

Transaction Type	# of Transactions
Adds	80,441
Auto-Renews	5,149
Renews	91,332
Transfers	3,191
Deletions for Credit	742
Total	180,855

Total Extensible Provisioning Protocol (EPP) Transactions during the Month

(Includes failed transactions)

Command	# of Transactions
Check Contact	3,994,533
Create Contact	1,381,368
Delete Contact	221,794
Info Contact	3,957,168

Transfer Contact	0
Update Contact	779,138
Check Domain	21,302,863
Create Domain	25,883,527
Delete Domain	52,365
Info Domain	4,657,120
Renew Domain	88,755
Transfer Domain	319,902
Update Domain	311,142
Check Host	2,827,701
Create Host	121,859
Delete Host	174,870
Info Host	1,296,309
Update Host	21,628
Totals	67,392,042

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,322,727
Minimum Daily Transactions	1,097,290
Average Daily Transactions	2,265,040

Transaction Type	# of Transactions
Total Billable Transactions	180,855
Total number of Whois Queries	66,340,830
Total number of DNS Queries	68,234,504,272
Total EPP Transactions	67,392,042
Total Registry Transactions	68,368,417,999

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	31,182
Visits	12,244
Average Visit Length	0 min 33 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	242
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	113
Changes to Delegated Managers	0
Updates to Locality Domains	23

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during April 2024.

Domain Name	Registrar	Date	Complaint
dragonpharmastore.us	NameCheap, Inc.	4/29/2024	WHOIS
peptideking.us	Tucows Domains Inc.	4/24/2024	WHOIS
gapjobs.us	NameCheap, Inc.	4/19/2024	WHOIS
hondoexecutiveinn.us	NameCheap, Inc.	4/16/2024	WHOIS
standupisrael.us	Tucows Domains Inc.	4/12/2024	WHOIS
cape-cod.us	GoDaddy.com, LLC	4/10/2024	WHOIS
mezfin.us	NameCheap, Inc.	4/6/2024	WHOIS
lincolncountyco.us	.us Reserve Account A	4/1/2024	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	
April 2024 [.]us domain names reviewed (Nexus)	1,800
% of domain names pass primary investigation	94.94%

Definitions

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