



Registry Operator Monthly Report

September 2024

Prepared: October 2024

Registry Services, LLC
100 S. Mill Avenue Suite 1600
Tempe, AZ 85281

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

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.

Contents

Section 1: Summary of Major Events	3
Section 2: Performance Data	6
Section 3: Monthly Transaction Statistics	7
Section 4: Monthly Registration Data	9
Section 5: Website Statistics	9
Section 6: Accredited Registrar Status	9
Section 7: usTLD Locality Statistics	10
Section 8: Nexus & WHOIS Compliance Statistics	10

Section 1: Summary of Major Events

Contractor and Policy Update

There were no public Contractor or policy updates in September 2024.

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 3,279 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 September 2024.

Marketing Update

September marketing efforts continued to push a mix of awareness, engagement and consideration activities. Paid strategies have been fine-tuned throughout the year to establish an ideal mix of marketing channels and audience targets. Google Performance Max, Google paid search and Facebook and Instagram advertising work together to strategically engage users in bottom-of-funnel interactions to maximize return and drive new registrations. The .US marketing strategy focuses on cross-channel visibility to users in-market for domain names, ultimately leading to increased awareness, brand loyalty and domain registrations.

September website conversion rates remain strong across all acquisition channels, averaging 9% for the month. Organic traffic contributed 15% of overall registrations for the month with the majority coming from Google Performance Max which continues to be the standout channel for 2024. Key events, including domain name searches and outbound clicks to registrars, have seen an increase across all traffic channels year over year. 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 September focused on an interview feature for a .US business and a strategic domain name article aimed at increasing SEO quality scores and traffic for the domain intent audience.

- [textpledge.us | The Team Behind TextPledge.US is on a Mission to Diminish Cultural Epidemics - TextPledge.US](https://www.about.us/blog/the-team-behind-textpledge-us-is-on-a-mission-to-diminish-cultural-epidemics), founded by Naomi Riley after a distracted driving accident, promotes personal accountability and youth education on societal issues like distracted driving, bullying, and mental health through pledges, digital resources, and educational materials. (<https://www.about.us/blog/the-team-behind-textpledge-us-is-on-a-mission-to-diminish-cultural-epidemics>)
- [What is a Domain Name? \(And How to Pick a Good One\)](https://www.about.us/blog/what-is-a-domain-name-and-how-to-pick-a-good-one) – A well-chosen domain name serves as a business’s digital identity, much like a prestigious street address for a physical store, with key elements like the second-level domain and top-level domain enhancing brand recognition, relevance, and online visibility. (<https://www.about.us/blog/what-is-a-domain-name-and-how-to-pick-a-good-one>)

Blog traffic accounted for 31% of total website traffic for the month of September. Total pageviews are up as Google Performance Max adjusted to the geo location updates made the previous month. The two main channels for driving traffic to the blog remain Organic Search and Google Performance Max, demonstrating the value of ongoing content publication for long-term growth.

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): 79

Total Impressions: 58K

Brand Ambassadors Featured:

- alphaproject.us - The Alpha Project provides proven systems to unlock the peak potential of any given individual or organization.
- powerfuture.us - PowerFuture corp. operates of a unique system for cleaning panels for large-scale photovoltaic power plants to increase the performance and maximize financial gain.
- risenow.us - Cities across America have incubators for tech startups, but nothing like that exists for civil rights. Rise is demystifying this path for everyone by spreading what we've learned to new causes so that everyone can claim their place in our democracy
- bloodpledge.us – An Indie horror film with accompanying website that documents the producer's journey from scripting to production.

Partnership Updates

Major League Hacking: A 3-day hackathon event geared towards students. Attendees include college undergraduates, developers, designers and engineers. Program participants are offered .US domains as part of the Registry Services scholarship portfolio program.

- Events: 11
- Attendees: 5,196

A sampling of domains registered throughout the month include:

finditwith.us, darkrandomforest.us, gooseontheloo.us, nestmate.us, oursolarsystem.us and more.

Other Updates

New registrations in September 2024 were 70.29% higher than September 2023. Names under management in September 2024 were 5.65% higher than September 2023. The renewal rate in June 2024 (most current data available due to 45-day grace period) was higher year over year at 69.72% vs. 67.27% in June 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	2,203,965
Totals Nameservers Managed	207,310

Billable Transactions

Transaction Type	# of Transactions
Adds	55,285
Auto-Renews	5,128
Renews	70,914
Transfers	3,266
Deletions for Credit	730
Total	135,323

Total Extensible Provisioning Protocol (EPP) Transactions during the Month

(Includes failed transactions)

Command	# of Transactions
Check Contact	4,052,470
Create Contact	1,540,217
Delete Contact	176,682
Info Contact	5,487,581
Transfer Contact	0
Update Contact	607,347

Check Domain	29,238,405
Create Domain	21,395,307
Delete Domain	43,721
Info Domain	4,914,357
Renew Domain	69,239
Transfer Domain	98,255
Update Domain	833,925
Check Host	2,585,763
Create Host	167,487
Delete Host	333,414
Info Host	1,505,822
Update Host	11,391
Totals	73,061,383

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,535,587
Minimum Daily Transactions	1,803,704
Average Daily Transactions	2,435,379

Transaction Type	# of Transactions
Total Billable Transactions	135,323
Total number of Whois Queries	73,455,731

Total number of DNS Queries	84,044,168,569
Total EPP Transactions	73,061,383
Total Registry Transactions	84,190,821,006

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	18,601
Visits	4,736
Average Visit Length	0 min 33 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	245
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	21

Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during September 2024.

Domain Name	Registrar	Date	Complaint
brockfarms.us	IONOS SE	9/27/2024	Whois Complaint
chatib.us	Dynadot Inc	9/26/2024	Nexus Complaint
academyjob.us	NameCheap, Inc.	9/24/2024	Whois Complaint
moddedascension.us	NameCheap, Inc.	9/24/2024	Whois Complaint
lusardi.us	Hosting Concepts B.V. d/b/a Registrar.eu	9/23/2024	Whois Complaint
thedrewge.us	GoDaddy.com, LLC	9/23/2024	Whois Complaint

seagatedevelopmentgroup.us	NameCheap, Inc.	9/19/2024	Whois Complaint
whoiscomplaints.us	usTLD Registry	9/19/2024	Whois Complaint
birkenstore.us	GoDaddy.com, LLC	9/16/2024	Whois Complaint
susanmarks.us	GoDaddy.com, LLC	9/16/2024	Whois Complaint
Visitnicaragua.us	Name.com, Inc.	9/14/2024	Nexus Complaint
DEMANDAPLAN.US	GoDaddy.com, LLC	9/2/2024	Whois Complaint

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	
September 2024 [.]us domain names reviewed (Nexus)	2,285
% of domain names pass primary investigation	96.06%

Definitions

We, us and our means any or all of Registry Services, LLC, its subsidiary entities and their respective officers, employees, contractors or sub-contractors.

Disclaimer

This document has been produced by us and is only for the information of the particular person to whom it is provided (the Recipient). This document is subject to copyright and September contain privileged and/or confidential information. As such, this document (or any part of it) September not be reproduced, distributed or published without our prior written consent.

This document has been prepared and presented in good faith based on our own information and sources which are believed to be reliable. We assume no responsibility for the accuracy, reliability or completeness of the information contained in this document (except to the extent that liability under statute cannot be excluded).

To the extent that we September be liable, liability is limited at our option to replacing, repairing or supplying equivalent goods or paying the cost of replacing, repairing or acquiring equivalent, or, in the case of services, re-supplying or paying the cost of having such re-supplied.

Confidentiality Notice

This document contains commercially sensitive information and information that is confidential to us. This document is intended solely for the named recipient, and its authorised employees, and legal, financial and accounting representatives (collectively, Authorised Recipients).

The recipients of this document must keep confidential all of the information disclosed in this document, and September only use the information for the purpose specified by us for its use. Under no circumstance September this document (or any part of this document) be disclosed, copied or reproduced to any person, other than the Authorised Recipients, without our prior written consent.

Trademarks Notice

Any of our names, trademarks, service marks, logos, and icons appearing in this document September not be used in any manner by recipients of this document without our prior written consent. All rights conferred under law are reserved.

All other trademarks contained within this document remain the property of their respective owners, and are used only to directly describe the products being provided by them or on their behalf. Their use in no way indicates any relationship between us and the owners of those other trademarks.

