



# Registry Operator Monthly Report

**March 2025**

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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

Registry Services attended in the quarterly ICANN meeting held in Seattle, WA from March 8-13, 2025 as a participating member of the ccNSO. The ccNSO agenda featured a community update session, where various Working Groups and Committees provided progress reports. Additionally, ccNSO members discussed key topics such as registration data accuracy and validation and received an update from the Policy Gap Analysis Working Group. The program also included an interactive session designed to engage participants in reflecting on the ICANN meeting strategy review.

Notably, during ICANN82, the ICANN Board approved the Strategic Plan for Fiscal Year 2026-2030. This Community Forum also marked the first meeting with Byron Holland (.ca) serving on the ICANN Board (Board Seat 12) and Everton Teles Rodrigues (.br) joining the ccNSO Council as a representative of the LAC region. Additionally, the ccNSO Council elected Alejandra Reynoso as Chair, with Biyi Oladipo and Jordan Carter confirmed as Vice Chairs.

The Contractor had the honor of hosting a special event for the ccNSO during ICANN82. As the ccTLD representing the host country, .US embraced the opportunity to bring together members of the ccNSO and broader industry community for an evening of connection and conversation.

The event was thoughtfully designed to foster a sense of community, giving attendees a space to reconnect and build new relationships. Beyond its social value, the gathering also served as a strategic platform to highlight the strength and versatility of the .US brand. Every aspect of the event was carefully curated—from custom-branded blankets to locally sourced cedar plank giveaways, produced by a U.S. small business—to reflect the identity and spirit of the .US namespace.

With over 200 international guests in attendance, the event was a meaningful moment for .US to demonstrate both its commitment to the global domain community and the power of brand storytelling through immersive experiences.

### Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,547 total usTLD Locality names. Of those, Registry Services manages 9,260 as the Delegated Manager, and the remaining 3,287 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 March 2025.

## Marketing Update

Marketing efforts in March included a focused effort on driving website conversions (measured as an outbound click to a registrar website) via social media platform optimization and refreshed ad text for Google paid search and Performance Max. Media investments continue to be allocated across channels to provide cross-channel visibility with strategic alignment on top platforms that drive website leads. Below is a summary of March's advertising performance.

Click-thru Rate: 1.2% (combined)

Website Sessions: 4,195

The Google text optimizations made in March resulted in a 52% increase in website conversion rates for Performance Max and paid search, from the prior period. Additionally, the overall conversion rate on the website has increased 16% in March due to media optimizations as well as the website design updates to the registrar domain pass-thru flow. Performance Max drove the highest number of website conversions, with paid search and paid social coming in as a close second and third. continues to drive the lion's share of website conversions. Traffic across all channels is down 18% to the previous month with an 8% uptick in the number of website conversions. Organic traffic contributed 20% to overall traffic for the month of March.

In addition, targeted paid ads, Marketing continues to invest in long-term organic efforts including social media posting and a regular cadence of quality blog articles. All content published by .US focus on user education and community engagement. SEO topics related to small business, websites and domain research are developed and published monthly. For both social media, as well as blog articles, strategic calendars are curated a year in advance to identify gaps and address key topics. These value-driven efforts serve to fuel long-term brand goals for awareness and community engagement, 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](http://www.about.us), on search engines.

Content efforts for March focused on a feature interview with [walden.us](http://walden.us), and an educational piece on SEO best practices for small businesses.

- Cultivating Calm: How Walden.US Brings Mindfulness Home (<https://www.about.us/blog/cultivating-calm:-how-walden.us-brings-mindfulness-home> ) SEO is rapidly evolving, with trends like zero-click searches, AI-driven results, and social media platforms reshaping how people find information online. To stay visible in 2025, small business owners must prioritize high-quality, intent-driven content, user experience, and a presence across both traditional and emerging search channels.
- How SEO is evolving in 2025: what you need to know

(<https://www.about.us/blog/how-seo-is-evolving-in-2025:-what-you-need-to-know>)

Meditation's growing popularity has created a booming \$7.41 billion wellness market, and Brooklyn-based Walden.US stands out by designing beautifully minimalist, functional furniture that supports mindful living. Inspired by Walden Pond and grounded in community values, the brand combines intentional design with a .US domain to foster connection and elevate everyday meditation practices.

Blog traffic accounted for 12% of total website traffic for the month of March and 30% of total organic traffic.

Social activation across Facebook and X also remains foundational to community engagement with a regular cadence of posts aimed at engaging users, promoting the .US domain, and driving referrals to the [www.about.us](http://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): 56

Brand Ambassadors Featured:

- [nvso.us](http://nvso.us) – The Northern Virginia Senior Olympics (NVSO), was the largest ever with over 1,000 senior adults participating in 76 events over 16 days at 27 locations across Northern Virginia.
- [tbh.us](http://tbh.us) - Helps students succeed and thrive with the help of licensed therapists and a community of peers. Born out of Stanford University, they seek to provide holistic services to meet students and schools where they are at. To date, they've served dozens of college and district partners and have raised money from leading institutional VC's—including early investors in companies like Twilio, Carta, Coinbase, Shippo, and Lyft. They are also supported by leaders in equity like Mayor Michael Tubbs
- [grandforest.us](http://grandforest.us) - Based in Summerville, SC, Grand Forest is the name outdoor enthusiasts trust to supply the most reputable products in the industry. Each craftsman axe is initialed by the blacksmith who made it.

- evge.us - EVGE's mission is to bring international recognition to the many remarkably delicious and healthy Greek products.
- dramaclub.us - Based in Brooklyn, New York, Drama Club is a modern general store for the local cosmopolitan, showcasing an edited selection of men's and women's clothing, finer accessories, fragrance, gifts and home goods.
- Walden.us - Brooklyn-based Walden has carved out a unique niche in the wellness industry by specializing in meditation furniture that marries comfort with functionality.

### Partnership Updates

Here are the metrics for our third-party partnerships supporting GoDaddy Registry TLDs, compared to the 2024 baseline. While YoY and MoM trends are down, this aligns with the high volume of events our partners are running, especially in Q1 and Q4, which historically see the most Major League Hacking events.

MLH – NA & EU – 9 events exposing the usTLD offering to more than 1,330 attendees

- DUWiT Hacks
- WiCHacks (NY)
- HenHacks Hackathon (Delaware)
- cuHacking (Canada)
- RocketHacks (Ohio)
- BisonBytes (Maryland)
- 5daTAMU Spring Hackathon (Texas)
- Uncommon Hacks (Illinois)
- HackPSU (Pennsylvania)

### Other Updates

New registrations in March 2025 were 28.44% higher than March 2024. Names under management in March 2025 were 23.69% higher than March 2024. The renewal rate in December 2024 (most current data available due to 45-day grace period) was higher year over year at 60.95% vs. 57.54% in December 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

<b>Total Domains Under Management</b>	<b>2,536,366</b>
<b>Totals Nameservers Managed</b>	<b>206,438</b>

#### Billable Transactions

<b>Transaction Type</b>	<b># of Transactions</b>
Adds	78,590
Auto-Renews	3,669
Renews	90,285
Transfers	2,704
Deletions for Credit	930
<b>Total</b>	<b>176,178</b>

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

<b>Command</b>	<b># of Transactions</b>
Check Contact	4,640,859
Create Contact	1,325,335
Delete Contact	178,406
Info Contact	6,318,256
Transfer Contact	0
Update Contact	633,788

Check Domain	34,476,114
Create Domain	27,937,495
Delete Domain	39,803
Info Domain	5,554,699
Renew Domain	82,763
Transfer Domain	68,860
Update Domain	828,990
Check Host	2,657,049
Create Host	149,652
Delete Host	326,862
Info Host	2,905,675
Update Host	8,669
<b>Totals</b>	<b>88,133,275</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,373,889
Minimum Daily Transactions	1,862,750
Average Daily Transactions	2,843,008

Transaction Type	# of Transactions
Total Billable Transactions	176,178
Total number of Whois Queries	77,762,758

Total number of DNS Queries	106,150,516,792
Total EPP Transactions	88,133,275
<b>Total Registry Transactions</b>	<b>106,316,589,003</b>

#### Section 4: Monthly Registration Data

Spreadsheet provided.

#### Section 5: Website Statistics

URL: www.about[.]us	
Page Views	13,833
Visits	4,195
Average Visit Length	0 min 46 sec

#### Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	250
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	17

### Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during March 2025.

Domain Name	Registrar	Date	Complaint
software-finderhr.us	GoDaddy.com, LLC	3/24/2025	Nexus Complaint
hahm.us	Name.com, Inc.	3/19/2025	Whois Complaint
nigg.us	GoDaddy.com, LLC	3/16/2025	Whois Complaint
krmo.us	NameSilo, LLC	3/12/2025	Whois Complaint
hvac-company.us	NameCheap, Inc.	3/12/2025	Whois Complaint
dnadistribution.us	GoDaddy.com, LLC	3/12/2025	Whois Complaint
samsufi.us	TLD Registrar Solutions Ltd.	3/3/2025	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	
March 2025 [.]us domain names reviewed (Nexus)	4,958
% of domain names pass primary investigation	98.28%

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