



# Registry Operator Monthly Report

**August 2025**

Prepared: September 2025

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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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## Section 1: Summary of Major Events

### Contractor and Policy Update

The contractor received a modification to the usTLD Contract for the third option period to extend services. Registry Services continued its procedural review and implemented targeted adjustments to enhance alignment with established usTLD contractual requirements.

### Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,778 total usTLD Locality names. Of those, Registry Services manages 9,260 as the Delegated Manager, and the remaining 3,538 are covered by external Delegated Manager Agreements.

There were five (5) Delegated Manager agreements executed this month.

### Technical and Operational Update

There were no operational changes in production during August 2025.

### Marketing Update

August's marketing program continued to build momentum with a focus on authentic engagement, original content creation, and innovation in paid media. A highlight of the month was our successful in-person photography shoot with [medicinehorse.us](https://www.medicinehorse.us), a Texas-based horse therapy farm that provides healing and growth through equine-assisted programs. This initiative, which required several rounds of coordination and follow-up to bring to fruition, demonstrates our team's commitment to building a rich library of original imagery featuring real .US businesses. This marks our third original photography collaboration this year, adding [medicinehorse.us](https://www.medicinehorse.us) to a growing list that includes [rosegose.us](https://www.rosegose.us), [juliemyrtille.us](https://www.juliemyrtille.us), [stelladallas.us](https://www.stelladallas.us), and, from late last year, [dramaclub.us](https://www.dramaclub.us).

This concentrated effort to grow our library of original photography assets is already paying dividends, helping to visually anchor our paid and organic campaigns with authentic .US business stories. Imagery from the [medicinehorse.us](https://www.medicinehorse.us) shoot will be leveraged across our channels, and a follow-up interview is in progress for publication on [about.us/blog](https://www.about.us/blog).

## Performance Highlights

- Click-Thru Rate: 1.7%
- Website Sessions: 3,267
- Blog Traffic: Accounted for 8% of total website traffic and 27% of total organic sessions in August

August's digital marketing efforts maintained a strong click-thru rate and steady site sessions, supported by a diversified and evolving paid media mix.

## Platform Expansion: Launch of Google AI Max

A major development in August was the launch of Google AI Max as part of our ongoing paid media program. AI Max is an advanced, AI-powered upgrade to Google Search campaigns, leveraging machine learning to enhance targeting, dynamically generate ad copy directly from website content, and optimize landing page selection based on user intent. Within weeks, AI Max quickly rose to become our top-performing paid channel in August, driving highly qualified traffic and maximizing campaign efficiency.

By adopting and testing this new platform, we're staying at the forefront of digital marketing technology, ensuring .US brand awareness and domain registrations are supported by the latest innovations in media and automation.

## Featured August Blogs

- SEO vs SEM: What's the Difference and How to Increase Your Traffic Using Both [Read here](#)

This article demystifies SEO (organic optimization for sustainable traffic) and SEM (paid ads for immediate results), offering practical tips for small businesses to use both strategies effectively, even on a budget.

- Julie Myrtille Bakery: French Pastries with an Austin Soul [Read here](#)

This follow-up feature highlights the inspiring journey of pastry chef Julie Myrtille, whose Austin-based bakery blends French tradition with local creativity. It illustrates how a .US domain, coupled with resilience and community spirit, supports business growth and brand authenticity.

Blog content continues to be a major traffic driver, accounting for 8% of all website traffic and 27% of organic sessions in August, underscoring the blog's importance as an entry point for engaged, high-intent visitors.

## Social & Brand Ambassadors

Social engagement remained robust, with a consistent flow of content across Facebook and X, spotlighting .US brand ambassadors, domain benefits, and practical tips for SMB owners.

- Total Number of Posts (Facebook + X): 46
- Brand Ambassadors Featured:

- 5startprint.us
- casselle.us
- juliemyrtille.us
- aecontrol.us
- oneteam.us
- ootoya.us

Our ambassador program and original photo shoots with real .US customers continue to foster authentic connections and enhance .US brand equity. The addition of medicinehorse.us (alongside prior collaborations with rosegose.us, juliemyrtille.us, stelladallas.us, and dramaclub.us) expands our library of high-quality, original photography, supporting both paid and organic marketing strategies.

### Looking Ahead

As we move into September, we are finalizing the medicinehorse.us interview and will continue to innovate by testing new marketing platforms and strategies. Our focus remains on elevating the .US narrative with fresh, compelling content and deepening community ties through real customer stories and leading-edge digital tactics.

### Summary

August's program delivered a dynamic blend of paid, organic, and original content efforts, highlighted by the in-person photo shoot for medicinehorse.us and the successful rollout of Google AI Max, now our top-performing channel. Our proactive approach to adopting new technology and expanding authentic .US business storytelling continues to drive measurable gains in web traffic, engagement, and brand sentiment, laying a strong foundation for growth as we move forward.

### Partnership Updates

No partnership activations occurred during the month of August.

### Other Updates

New registrations in August 2025 were 65.33% lower than August 2024. Names under management in August 2025 were 4.24% higher than August 2024. The renewal rate in May 2025 (most current data available due to 45-day grace period) was lower year over year at 48.39% vs. 64.25% in May 2024.

**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>2,375,934</b>
<b>Totals Nameservers Managed</b>	<b>205,543</b>

#### Billable Transactions

Transaction Type	# of Transactions
Adds	26,145
Auto-Renews	5,140
Renews	73,631
Transfers	2,202
Deletions for Credit	630
<b>Total</b>	<b>107,748</b>

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

Command	# of Transactions
Check Contact	4,547,363
Create Contact	754,085
Delete Contact	158,448
Info Contact	10,340,707
Transfer Contact	0
Update Contact	629,540

Check Domain	34,667,990
Create Domain	9,661,554
Delete Domain	128,963
Info Domain	6,263,140
Renew Domain	68,436
Transfer Domain	84,865
Update Domain	866,380
Check Host	2,655,725
Create Host	302,966
Delete Host	339,987
Info Host	3,509,006
Update Host	8,302
<b>Totals</b>	<b>74,987,457</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,008,900
Minimum Daily Transactions	1,544,115
Average Daily Transactions	2,418,950

Transaction Type	# of Transactions
Total Billable Transactions	107,748
Total number of Whois Queries	91,802,370

Total number of DNS Queries	110,979,772,558
Total EPP Transactions	74,987,457
<b>Total Registry Transactions</b>	<b>106,899,103,417</b>

#### Section 4: Monthly Registration Data

Spreadsheet provided.

#### Section 5: Website Statistics

URL: www.about[.]us	
Page Views	3,267
Click-Thru Rate	1.7%
Average Visit Length	0 min 48 sec

#### Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	253
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

### Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	180
Changes to Delegated Managers	0
Updates to Locality Domains	17

### Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during August 2025.

Domain Name	Registrar	Date	Complaint
gayglobe.us	Sav.com, LLC - 1	8/26/2025	WHOIS
Techswiftstore.us	GoDaddy.com, LLC	8/23/2025	WHOIS
altitudeconsulting.us	Network Solutions, LLC	8/21/2025	WHOIS
fynqora.us	GoDaddy.com, LLC	8/20/2025	WHOIS
coinexchange.us	GoDaddy.com, LLC	8/20/2025	WHOIS
MSSSE.us	GoDaddy.com, LLC	8/20/2025	WHOIS

CaliforniaMedicare. US	GoDaddy.com, LLC	8/18/2025	WHOIS
ahschools.us	Tucows Domains Inc.	8/16/2025	WHOIS
tesdigital.us	Web Commerce Communications Limited dba WebNic.cc	8/13/2025	WHOIS
mirkinc.us	Network Solutions, LLC	8/13/2025	WHOIS
aldiweeklyad.us	NameCheap, Inc.	8/3/2025	NEXUS
brenntag.us	Dominet (HK) Limited	8/1/2025	NEXUS

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	
August 2025 [.]us domain names reviewed (Nexus)	1,471
% of domain names pass primary investigation	91.91%

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