



# Registry Operator Monthly Report

**September 2025**

Prepared: October 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 .US Stakeholder Council held its Q3-2025 meeting in September and welcomed a new member: Shane Layman, Manager of Global Industry Relations at MarkMonitor. Shane brings over seven years of domain industry expertise, specializing in launching new services across both traditional DNS TLDs and the emerging decentralized web. His leadership in strategic partnerships, policy engagement, and pioneering product launches positions him as an invaluable resource as .US continues to bridge established internet infrastructure with the evolving world of Web3 and blockchain-based namespaces. Shane's passion for shaping the future of online identity and brand protection will further strengthen .US's role in the ever-changing digital landscape.

### 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 4,979 as the Delegated Manager, and the remaining 7,555 are covered by external Delegated Manager Agreements.

There were two (2) Delegated Manager agreements executed in September 2025.

### Technical and Operational Update

There were no operational changes in production during September 2025.

### Marketing Update

September's marketing program continued to build momentum with a focus on data-driven channel optimization and valuable, locally relevant content. Following last month's successful original photography and interview feature with medicinehorse.us, September's efforts centered on amplifying that story and expanding the reach of helpful, community-oriented content. Our evolving paid media mix, now fully powered by Google's new AI Max for Search, demonstrated meaningful gains in both click-thru rates and cost efficiency, reinforcing the impact of continuous innovation.

## Performance Highlights

- Click-Thru Rate: 1.97%
- Website Sessions: 3,263 (up 3% month-over-month)
- Blog Traffic: 7% of total website traffic; 26% of organic sessions

This was the second month leveraging Google AI Max for Search, a suite of AI-powered enhancements that utilizes broad match and keywordless targeting to expand reach and optimize performance. September's results confirmed higher click-thru rates and lower cost per lead, solidifying AI Max as our primary paid search strategy moving forward.

## Featured September Blogs

- **Medicine Horse: Healing Through Connection**  
Read here: <https://www.about.us/blog/medicine-horse-healing-through-connection>  
At Medicine Horse ([medicinehorse.us](https://www.medicinehorse.us)), therapist Margaret Kaelin draws on her clinical background and deep knowledge of horses to guide clients through equine-assisted psychotherapy, fostering trust and emotional growth in a unique, nature-centered setting in Texas.
- **Build Trust, Boost Visibility: Why Helpful Content Matters**  
Read here: <https://www.about.us/blog/build-trust-boost-visibility-why-helpful-content-matters> This piece highlights how publishing helpful, localized content on your .US website builds trust, drives search visibility, and even increases recognition by AI systems like ChatGPT and Claude, giving .US businesses a competitive edge in discoverability and credibility.

Blog content accounted for 7% of all website visits and 26% of organic sessions in September. The most popular post was the August interview feature of [juliemyrtille.us](https://www.juliemyrtille.us), demonstrating the ongoing value of authentic business storytelling.

## Social & Brand Ambassadors

Our ambassador program continued to showcase a diverse mix of real .US businesses, with ongoing optimization of content and channel strategies. No new original photography this month, but ongoing features have extended the reach and impact of our growing ambassador library.

- **Total Number of Posts (Facebook + X): 49**
- **Brand Ambassadors Featured:**
  - medicinehorse.us – Texas-based horse therapy farm: blog and interview feature
  - bocars.us – Boca Raton luxury car dealership
  - aectech.us – Annual NYC conference for architecture, engineering, and construction
  - cannoncorp.us – Land development and infrastructure solutions
  - caretrans.us – California-based logistics and freight forwarding

## Looking Ahead

Looking to October, the primary focus will be on promoting the upcoming .US Town Hall and continuing to deliver strategic, community-driven content. The new paid search approach will be fully rolled out, and ongoing optimizations in paid media will be top priority to drive strong results through Q4.

## Summary

September marked another month of incremental gains and strategic innovation for .US marketing. The transition to Google AI Max is yielding measurable improvements in both reach and efficiency, while our content and ambassador programs continue to drive engagement and brand equity. With the addition of industry leader Shane Layman to the Stakeholder Council, .US is well-positioned to navigate new opportunities at the intersection of traditional and decentralized digital identity. As we move into Q4, our efforts remain focused on expanding authentic storytelling, community engagement, and forward-thinking marketing strategies that support both the .US namespace and its diverse user base.

## Partnership Updates

5 events:

All hosted the last weekend of September 9/26 and 9/27

- ShellHacks (Miami)
- VTHacks 13 (Virginia)
- HackGT (Georgia)
- sunhacks (Arizona)
- MHacks 25 (Michigan)

### **Other Updates**

New registrations in September 2025 were 55.50% lower than September 2024. Names under management in September 2025 were 3.14% higher than September 2024. The renewal rate in June 2025 (most current data available due to 45-day grace period) was lower year over year at 45.07% vs. 69.72% in June 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>2,272,903</b>
<b>Totals Nameservers Managed</b>	<b>205,214</b>

**Billable Transactions**

<b>Transaction Type</b>	<b># of Transactions</b>
Adds	24,606
Auto-Renews	32,398
Renews	71,782
Transfers	1,989
Deletions for Credit	976
<b>Total</b>	<b>131,751</b>

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

<b>Command</b>	<b># of Transactions</b>
Check Contact	4,601,377
Create Contact	879,138
Delete Contact	160,336
Info Contact	11,979,699
Transfer Contact	0
Update Contact	458,157

Check Domain	30,497,898
Create Domain	11,784,165
Delete Domain	87,142
Info Domain	7,758,467
Renew Domain	66,788
Transfer Domain	108,230
Update Domain	870,315
Check Host	2,308,258
Create Host	194,110
Delete Host	275,860
Info Host	3,106,815
Update Host	9,334
<b>Totals</b>	<b>75,146,783</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,566,109
Minimum Daily Transactions	1,645,595
Average Daily Transactions	2,504,869

Transaction Type	# of Transactions
Total Billable Transactions	131,751
Total number of Whois Queries	89,275,255

Total number of DNS Queries	112,749,188,797
Total EPP Transactions	75,146,783
<b>Total Registry Transactions</b>	<b>112,913,742,586</b>

#### Section 4: Monthly Registration Data

Spreadsheet provided.

#### Section 5: Website Statistics

URL: www.about[.]us	
Page Views	6,094
Click-Thru Rate	1.83%
Average Visit Length	1 min 41 sec

#### Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	254
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

### Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	202
Changes to Delegated Managers	0
Updates to Locality Domains	17

### Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during September 2025.

Domain Name	Registrar	Date	Complaint
Sentineltn.us	GoDaddy.com, LLC	9/27/2025	Whois Complaint
lcsomt.us	GoDaddy.com, LLC	9/22/2025	Whois Complaint
mythmc.us	Cloudflare, Inc.	9/21/2025	Whois Complaint
wizul.us	Tucows Domains Inc.	9/20/2025	Whois Complaint
sugarmute.us	Sav.com LLC	9/20/2025	Whois Complaint
zovira.us	Spaceship, Inc.	9/16/2025	Whois Complaint

simpsonizeme.us	Key-Systems GmbH	9/15/2025	Whois Complaint
ryx.us	Spaceship, Inc.	9/15/2025	Whois Complaint
perfecttux.us	NameCheap, Inc.	9/9/2025	Whois Complaint
mrloutre.us	NameCheap, Inc.	9/3/2025	Whois Complaint
usiff.us	Gandi SAS	9/2/2025	Whois Complaint
cmcde.us	Name.com, Inc.	9/2/2025	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	
September 2025 [.]us domain names reviewed (Nexus)	1,471
% of domain names pass primary investigation	91.91%

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