



# Registry Operator Monthly Report

**April 2026**

Prepared: May 2026

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

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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

There were no Contractor or policy updates during April 2026.

### Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 13,284 total usTLD Locality names. Of those, Registry Services manages 5,943 as the Delegated Manager, and the remaining 7,341 are covered by external Delegated Manager Agreements.

There were zero (0) Delegated Manager agreements executed in April 2026.

### Technical and Operational Update

There were no operational changes in production during April 2026.

### Marketing Update

Building on the proven success of the .US Olympics campaign previously run with Porkbun, a new dedicated campaign was launched on Performance Max directing traffic to a purpose-built .US landing page on [Porkbun.com/tld/us](https://Porkbun.com/tld/us). These types of efforts take partnerships to the next level with a sustained, always-on channel focused exclusively on .US domain discovery and registration.

This new Porkbun initiative ran alongside continued Direct to Channel campaigns with Namesilo and Dynadot, both of which remained active through the end of the month. The result is one that places .US directly in front of high-intent audiences at the exact moment they are exploring domain options.

April also brought a notable mid-month adjustment to the media mix. A technical issue on Facebook was preventing traffic from properly reaching the [about.us](https://about.us) site, prompting a deliberate reallocation of social budget to paid search while the issue was resolved. While this temporarily reduced top-of-funnel social reach, it also concentrated spend at the bottom of the funnel, explaining the significant jump in click-through rate this month. This kind of agile budget management is a direct reflection of the active stewardship applied to the .US program every single month: performance is monitored closely, decisions are made quickly and spend is never left to underperform when a better opportunity exists.

#### Performance Highlights

- Click-Thru Rate: 4.57% (+77% increase from March's 2.57%)
- Website Sessions: 2,980 (14% decrease month-over-month)
- Blog Traffic: 6% of total website traffic; 21% of organic traffic

The increase in CTR is largely attributable to the shift in channel mix during the Facebook pause. Paid search consistently drives higher CTR due to its intent-based targeting, so the

temporary reallocation of budget had a notable effect on that metric. Total sessions came in lower than March because of the reduced social activity.

Engagement time held steady at just over a minute and a half per session, consistent with prior months.

### Featured April Blogs

How to Optimize Your Small Business Website for LLM Search, Not Just Google!

[Read Here](#)

This article addresses how small business owners can make their websites more visible in AI-powered search tools like ChatGPT and Google's AI Overviews, in addition to traditional search. Topics include writing clear business descriptions, maintaining accurate directory listings, and building third-party credibility through social profiles and external mentions. The piece is timely given the growing role AI is playing in how customers find and evaluate businesses online.

Blog content accounted for 6% of total website traffic and 21% of organic traffic in April. The top-performing article for the month was From South African Mill to Global Icon: The Remarkable Journey of Mungo Textiles, originally published in July 2024, which continued to draw consistent traffic well after its initial publication date.

### Social & Brand Ambassadors

Total Number of Posts (Facebook + X): 54

Brand Ambassador Feature

Juliemyrtile.us was featured as a brand ambassador in April.

### Top Performing Posts

Despite the mid-month pause, April's social content performed well where it ran. The two top posts for the month were:

- World Creativity & Innovation Day — The month's highest-performing post. [View Post](#)
- Quick Tips & Takeaways — An engagement-style format introduced earlier this year that continues to perform consistently. [View Post](#)

### Looking Ahead

May will focus on thought leadership with two notable content efforts in the pipeline:

eBook Release — A new .US eBook is scheduled to publish in May.

Interisle Research Collaboration — A study developed in partnership with Interisle is nearing completion and expected to publish soon. This research will support .US's credibility within the domain industry and may generate earned media interest.

### Summary

April was a productive month despite the mid-month disruption to social campaigns. The new Porkbun Performance Max campaign launched successfully, Namesilo and Dynadot partnerships continued, and the team responded quickly to the Facebook technical issue by redirecting spend to maintain performance. Sessions were slightly lower than March due to

the reduced social window, but CTR improved significantly and engagement time remained stable.

With the eBook and Interisle study both expected in May, next month offers a good opportunity to build on the program's content and thought leadership presence.

### **Partnership Updates**

There were no partnership activations during April 2026.

### **Other Updates**

New registrations in April 2026 were 116% higher than April 2025. Names under management in April 2026 were 23.19% lower than April 2025. The renewal rate in January 2026 (most current data available due to 45-day grace period) was lower year over year at 43.36% vs. 67.07% in January 2025.

## 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>1,934,243</b>
<b>Totals Nameservers Managed</b>	<b>202,213</b>

#### Billable Transactions

<b>Transaction Type</b>	<b># of Transactions</b>
Adds	159,487
Auto-Renews	6,242
Renews	91,166
Transfers	2,311
Deletions for Credit	1,077
<b>Total</b>	<b>260,283</b>

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

<b>Command</b>	<b># of Transactions</b>
Check Contact	3,545,885
Create Contact	1,271,787
Delete Contact	178,455
Info Contact	4,495,965
Transfer Contact	0
Update Contact	311,341
Check Domain	37,472,539

Create Domain	18,644,777
Delete Domain	111,837
Info Domain	5,841,156
Renew Domain	85,620
Transfer Domain	82,774
Update Domain	1,034,444
Check Host	2,372,021
Create Host	66,434
Delete Host	315,191
Info Host	2,301,014
Update Host	6,585
<b>Totals</b>	<b>78,137,825</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,203,138
Minimum Daily Transactions	1,589,425
Average Daily Transactions	2,603,552

Transaction Type	# of Transactions
Total Billable Transactions	260,283
Total number of Whois Queries	100,458,171
Total number of DNS Queries	146,330,514,198
Total EPP Transactions	78,137,825
<b>Total Registry Transactions</b>	<b>146,509,370,477</b>

### Section 4: Monthly Registration Data

Spreadsheet provided.

### Section 5: Website Statistics

URL: www.about[.]jus	
Page Views	2,980
Click-Thru Rate	4.57%
Average Visit Length	1 min 20 sec

### Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	256
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

### Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	128
Changes to Delegated Managers	0
Updates to Locality Domains	5

### Section 8: Nexus & WHOIS Compliance Statistics

The following third-party complaints were received during April 2026.

Domain Name	Registrar	Date	Complaint
vnish.us	Network Solutions, LLC	46141	Nexus
wcc-coe.us	PDR Ltd. d/b/a PublicDomainRegistry.com	46140	WHOIS
qwikkit.us	Name.com, Inc.	46140	WHOIS
savethelastbullet.us	Tucows Domains Inc.	46139	Nexus
atslab.us	NameCheap, Inc.	46139	WHOIS
aiessentials.us	Squarespace Domains II LLC	46136	Nexus
alinshop.us	Paknic (Private) Limited	46135	WHOIS
vipautos.us	Key-Systems GmbH	46132	WHOIS
trackerstraps.us	NameCheap, Inc.	46129	Nexus
extremefashion.us	NameCheap, Inc.	46128	Nexus
carestreams.us	Hosting Concepts B.V. d/b/a Registrar.eu	46127	Nexus
watchtrendz.us	NameCheap, Inc.	46125	WHOIS
radhanathswami.us	Dynadot Inc	46125	Nexus
josef-seibel.us	Dynadot Inc	46120	WHOIS
mjnews.us	NameSilo, LLC	46115	WHOIS
Savethelastbullet.us	Tucows Domains Inc.	46114	WHOIS
elitecorpmed.us	NameCheap, Inc.	46113	WHOIS
discord.us	GoDaddy.com, LLC	46113	Nexus

airspy.us	GoDaddy.com, LLC	46113	WHOIS
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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 2026 [.]us domain names reviewed (Nexus)	1,543
% of domain names pass primary investigation	96.11%

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