



Registry Operator Monthly Report

May 2026

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

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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

There were no Contractor or policy updates during May 2026.

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 6,289 as the Delegated Manager, and the remaining 6,245 are covered by external Delegated Manager Agreements.

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

Technical and Operational Update

There were no operational changes in production during May 2026.

Marketing Update

May was a milestone month for the .US program. The team delivered one of its most substantial content assets to date, a brand-new 50-page eBook titled "Using AI Tools to Market Your Small Business," while simultaneously bringing paid social campaigns back online after the technical resolution that had constrained activity in April. The result: a meaningful rebound in website traffic, a rich content library that continues to grow in value, and consistent marketing efforts that continue to drive interest and value for the .US namespace.

The eBook is now live as part of the [.US Learning Center](#), a growing repository of actionable resources for small business owners, covering everything from choosing a domain name to navigating social media. Packed with immediately usable tips, the AI marketing guide positions .US as a trusted partner for America's small businesses. This kind of content investment builds long-term SEO authority, drives qualified organic traffic, and reinforces the relevance of .US in an increasingly competitive digital landscape.

Performance Highlights

- Click-Thru Rate: 2.0%
- Website Sessions: 3,661 (18% increase month-over-month)
- Blog Traffic: 4% of total website traffic; 17% of organic traffic

May's 18% session increase is a direct reflection of the team's agile response to April's social media disruption. With the Facebook technical issue fully resolved, paid social campaigns were reactivated, and the budget that had been paused in April was strategically carried forward into May, amplifying both boosted Facebook posts and paid social advertising. The compounding effect of that reactivation, layered on top of ongoing paid search activity, drove a significant and measurable recovery in top-of-funnel traffic.

Click-through rate held strong at 4.5%, an impressive figure that reflects the quality of ad creative and targeting in play across channels. This is the result of consistent optimization, audience refinement, and copy that resonates with the right people at the right moment.

Engagement time per session also ticked upward to 1 minute and 27 seconds, indicating that visitors are not just arriving, they are staying and consuming content.

Featured May Blogs

- **eBook Launch: *Using AI Tools to Market Your Small Business***

[Read Here](#)

The .US Learning Center welcomed its most comprehensive resource yet this month. The 50-page eBook delivers practical, actionable guidance for small business owners on leveraging AI tools to market smarter, a timely topic that speaks directly to where SMBs are today. The eBook joins a growing library of checklists and guides within the Learning Center, collectively building a destination that earns repeat visits, improves dwell time, and strengthens .US's organic search footprint..

- **Inside Forsythe Farms, an Urban Quail Farm**

[Read Here](#)

Founded by Southern California-based entrepreneur Josh Forsythe, ForsytheFarms.us began as a backyard passion project and grew into a state-licensed urban quail farm dedicated to egg production, sustainable breeding, and community education. Through hands-on workshops and a commitment to responsible urban agriculture, Forsythe Farms is helping everyday people produce their own food in small spaces, and doing it all under a .US domain. This feature, tied to the Q1 California customer photo shoot, is brought to life with high-quality imagery that showcases a real .US success story and puts a human face on the power of building a brand with .US.

- **How to Create AI-Ready Website Content that Performs in Conversational Search**

[Read Here](#)

As AI-powered search tools reshape how consumers discover businesses online, this timely piece gives small business owners a practical roadmap for staying visible. The article covers how to build content around real customer FAQs, structure a site for AI comprehension, maintain consistent business information across platforms, and establish credibility through case studies and testimonials. It's a natural complement to the new AI marketing eBook and reinforces .US's positioning as a forward-thinking resource for SMBs navigating the digital landscape.

Blog content accounted for 4% of total website traffic and 17% of organic traffic in May. The top-performing article for the month was "How to Start an Online Business: 25+ Online Business Ideas" ([Read Here](#)), originally published in December 2025, a testament to the value of well-crafted evergreen content. Articles like this continue generating qualified traffic long after publication, delivering ongoing return on the original content investment.

Social & Brand Ambassadors

Total Number of Posts (Facebook + X): 28

Brand Ambassador Spotlight: MedicineHorse.US

This month's featured ambassador, MedicineHorse.US, brought a compelling and authentic .US brand story to the program's social channels. [View Feature](#)

Top Performing Posts

The reactivation of paid social in May gave the content more reach and fuel, and the audience responded. May's two standout performers were:

- **Small Business Tip Engagement Post** — A value-first format that consistently resonates with the .US core audience. [View Post](#)
- **Small Business Power Video Reel** — A dynamic video highlighting the real-world impact of small businesses, delivered in a high-performing reel format that drives reach and shares. [View Reel](#)

These results underscore why social content quality and paid amplification work best as a unified strategy, creative that performs, backed by budget that is actively managed and optimized.

Looking Ahead

June marks the launch of a major campaign for .US: the 250th Birthday of America. With Independence Day as the anchor, .US is uniquely positioned as *the* American domain, and June will see the program lean fully into that identity. American-centric creative, patriotic messaging, and a clear call to action, *register your piece of America*, will roll out across paid channels with increased investment planned through the end of July. This is a high-visibility moment for the .US namespace and an opportunity to drive both brand awareness and domain registrations during one of the most emotionally resonant periods on the American calendar.

Summary

May delivered on multiple fronts. The reactivation of paid social drove an 18% bounce-back in website sessions, engagement time per session improved, and click-through rates held strong. The AI marketing eBook adds lasting value to the .US Learning Center and reinforces the namespace's commitment to serving real small business needs with real, usable resources.

The Forsythe Farms blog put a face to the .US community, the AI-ready content article extended the program's thought leadership in search, and top social posts demonstrated that audience engagement is alive and growing. .US marketing enters June with strong momentum, a powerful campaign on deck, and a content and media infrastructure that is working.

Partnership Updates

There were no partnership activations during May 2026.

Other Updates

New registrations in May 2026 were 15.3% higher than May 2025. Names under management in May 2026 were 34.1% lower than May 2025. The renewal rate in February



2026 (most current data available due to 45-day grace period) was lower year over year at 432.35% vs. 71.84% in February 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

Total Domains Under Management	1,899,773
Totals Nameservers Managed	201,608

Billable Transactions

Transaction Type	# of Transactions
Adds	37,247
Auto-Renews	5,029
Renews	79,827
Transfers	2,312
Deletions for Credit	748
Total	125,163

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

Command	# of Transactions
Check Contact	3,676,773
Create Contact	880,429
Delete Contact	205,623
Info Contact	4,586,389
Transfer Contact	0
Update Contact	161,896
Check Domain	32,722,713

Create Domain	17,784,534
Delete Domain	93,347
Info Domain	3,582,402
Renew Domain	74,650
Transfer Domain	83,507
Update Domain	867,731
Check Host	2,416,580
Create Host	68,147
Delete Host	575,746
Info Host	2,828,606
Update Host	7,700
Totals	70,616,773

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,375,014
Minimum Daily Transactions	1,481,234
Average Daily Transactions	2,277,960

Transaction Type	# of Transactions
Total Billable Transactions	125,163
Total number of Whois Queries	975,602,811
Total number of DNS Queries	159,447,013,251
Total EPP Transactions	70,616,773
Total Registry Transactions	160,493,357,998

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	3,661
Click-Thru Rate	4.57%
Average Visit Length	1 min 27 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 May 2026.

Domain Name	Registrar	Date	Complaint
panerabreadnearme.us	Dynadot Inc	5/30/2026	Whois Complaint
watchtrendz.us	NameCheap, Inc.	5/29/2026	Whois Complaint
evoleap.us	NameSilo, LLC	5/27/2026	Whois Complaint
extremefashion.us	NameCheap, Inc.	5/24/2026	Whois Complaint
roadmasterinc.us	NameSilo, LLC	5/22/2026	Nexus Complaint
hull.us	NameSilo, LLC	5/18/2026	Whois Complaint
hull.us	NameSilo, LLC	5/18/2026	Nexus Complaint
Spartantax.us	NameCheap, Inc.	5/18/2026	Whois Complaint
watchtrendz.us	NameCheap, Inc.	5/17/2026	Whois Complaint
cameochows.us	NameSilo, LLC	5/16/2026	Whois Complaint
brenntag.us	Dominet (HK) Limited	5/7/2026	Whois Complaint
watchtrendz.us	NameCheap, Inc.	5/3/2026	Nexus 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	
May 2026 [.]us domain names reviewed (Nexus)	8,022
% of domain names pass primary investigation	99.21%

Definitions

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