



Registry Operator Monthly Report

June 2026

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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 June 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 June 2026.

Technical and Operational Update

There were no operational changes in production during June 2026.

Marketing Update

June was a month of strategic investment and meaningful forward motion for the .[us] program. Two major initiatives defined the month: the launch of the .[us] 250th Anniversary of America campaign, and a dedicated technical deep dive into AI search optimization for the about.[us] website. Both represent the kind of proactive, high-impact work that builds lasting equity for the namespace, and the results are already showing. Website sessions surged 90% month-over-month, and early signals from AI-driven traffic sources indicate the optimization work is beginning to pay off. June was not simply a month of execution; it was a month of building infrastructure that will generate returns well beyond the calendar page.

Performance Highlights

- Click-Thru Rate: 1.6%
- Website Sessions: 6,468 (90% increase month-over-month)
- Blog Traffic: 2% of total website traffic; 20% of organic traffic

June's 90% surge in website sessions is the most direct measure of what a well-resourced, well-timed campaign can do. Paid social and Google Performance Max spend both saw significant increases this month to fuel the 250th Anniversary campaign, and the traffic response was immediate and pronounced. The doubling of paid media investment brought a meaningful influx of new visitors into the .[us] ecosystem at precisely the right cultural moment, one where the .[us] domain has a uniquely authentic story to tell.

Click-through rate came in at 1.6%, a solid performance given that the campaign prioritized top-of-funnel awareness at scale. When media spend expands to reach broader audiences, CTR naturally reflects that wider net, and 1.6% across that volume of impressions represents strong resonance with new audiences who are discovering the .[us] namespace for the first time.

Average session time reflects the nature of this traffic: largely awareness-stage visitors arriving from paid channels, taking in the brand message, and continuing their journey. As the campaign matures and remarketing layers compound through July, deeper engagement metrics are expected to follow. Blog traffic as a percentage of total site traffic also shifted slightly downward this month, not due to a drop in blog performance, but because the volume of campaign-driven conversion traffic increased substantially. Organic blog traffic held healthy as a percentage of organic sessions, a sign that the evergreen content library continues working quietly and consistently in the background.

Featured June Blog

Building an Online Community on a Small Business Budget

[Read Here](#)

June's featured blog delivers a practical and refreshingly grounded take on one of the most valuable things a small business can build: a loyal community. In a digital landscape that often equates success with follower counts and viral reach, this piece reframes the conversation, a thriving online community is not about audience size, it's about creating a space where customers consistently find value through shared interests, peer support, and ongoing learning. For small business owners working with limited time and budget, the guide offers an accessible roadmap: choose a platform you can realistically manage, establish consistent touchpoints that invite participation, and prioritize meaningful engagement over vanity metrics. The result is stronger customer loyalty, deeper brand relationships, and a community that becomes a business asset in its own right.

This kind of content speaks directly to the .[us] core audience, entrepreneurs and small business owners who are building something real and need practical guidance to grow it. It reinforces US's positioning as more than a domain registrar; it's a trusted resource for every stage of the small business journey.

The top-performing article for June was a testament to the staying power of evergreen content: "How to Start an Online Business: 25+ Online Business Ideas," originally published in December 2025, continued to attract and engage readers months after its initial release. This is the compounding value of a well-built content library, assets created months ago continue driving traffic, building authority, and delivering ROI with no additional spend.

Social & Brand Ambassadors

Total Number of Posts (Facebook + X): 29

Brand Ambassador Spotlight: DramaClub.[us]

June's featured ambassador, DramaClub.[us], brought a vibrant and community driven .[us] story to the program's social channels. This feature puts a real face on the .[us] namespace and demonstrates the breadth of entrepreneurs and organizations choosing .[us] as their digital home — from urban farms to performing arts, the .[us] community continues to grow and inspire. [View Feature](#)

Top Performing Posts

June's paid social investment amplified the best content at exactly the right time, and two posts rose clearly to the top:

250th Anniversary Campaign Video — The new video creative for the America's 250th Birthday campaign delivered strong reach and engagement, bringing the .[us] "register your

piece of America" message to life in a dynamic, shareable format built for the moment. [View Reel](#)

AI For Small Businesses — This post resonated strongly with the .[us] core audience of small business owners and entrepreneurs actively thinking about how to increase their efficiency and impact with AI tools. [View Post](#)

Together, these posts illustrate the full-funnel power of pairing strong creative with strategic paid amplification. The anniversary video built brand awareness at the top of the funnel; the blog post drove qualified interest and action further down. This one-two approach is a deliberate and proven strategy for the .[us] program.

Looking Ahead

July carries significant momentum into the second half of the year. The .[us] 250th Birthday of America campaign will run through the end of the month, with promotional activity continuing across the registrar channel. July 4th serves as the emotional and cultural peak of the campaign, and with .[us] uniquely positioned as the American domain, the program is primed to connect with audiences in a way no other TLD can.

On the technology front, Phase II of the about.[us] AI optimization work will be completed in July, building on the technical foundation established in June. This ongoing effort to ensure .[us] surfaces prominently across AI search engines, including ChatGPT, Gemini, and Microsoft Copilot, reflects where search is heading and positions .[us] to capture an entirely new category of discovery traffic. With Phase I already producing an uptick in AI-driven sessions to the site, Phase II is expected to deepen that visibility further.

Evergreen content and social programming will continue as planned, keeping the .[us] brand active, relevant, and visible across all organic channels throughout the month.

Summary

June delivered on two fronts simultaneously: short-term campaign impact and long-term infrastructure investment. The 250th Anniversary campaign drove a 90% surge in website traffic, demonstrating that when the right message meets the right moment with the right media investment behind it, the results are immediate and measurable. At the same time, the completion of Phase I AI search optimization work on about.[us] positions the .[us] namespace for a new class of organic visibility, one that will grow in importance as AI-powered search continues to reshape how consumers and entrepreneurs discover products, services, and domain names.

The DramaClub.[us] ambassador feature continued the program's tradition of spotlighting the real people and businesses that make the .[us] community worth celebrating, and the AI for small business blog gave the social community a timely, high-value asset with strong organic potential.

[us] marketing enters July with a live campaign, a technical edge, and a content engine built to perform. The foundation is strong, the momentum is real, and the program is firing on all cylinders heading into one of the most patriotically charged weeks on the American calendar.

Partnership Updates

There were no partnership activations during June 2026.

Other Updates

New registrations in June 2026 were 41.4% higher than June 2025. Names under management in June 2026 were 25.1% lower than June 2025. The renewal rate in March 2026 (most current data available due to 45-day grace period) was lower year over year at 49.94% vs. 54.84% in March 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	1,878,154
Totals Nameservers Managed	201,176

Billable Transactions

Transaction Type	# of Transactions
Adds	37,948
Auto-Renews	8,862
Renews	80,502
Transfers	2,928
Deletions for Credit	1,158
Total	131,398

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

Command	# of Transactions
Check Contact	4,683,871
Create Contact	798,733
Delete Contact	183,553
Info Contact	3,534,987
Transfer Contact	0
Update Contact	352,469
Check Domain	27,007,493

Create Domain	13,418,751
Delete Domain	58,290
Info Domain	3,416,001
Renew Domain	71,698
Transfer Domain	110,528
Update Domain	787,177
Check Host	2,994,951
Create Host	67,923
Delete Host	491,534
Info Host	2,939,917
Update Host	27,998
Totals	60,945,874

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,165,248
Minimum Daily Transactions	1,355,281
Average Daily Transactions	2,031,529

Transaction Type	# of Transactions
Total Billable Transactions	131,398
Total number of Whois Queries	1,094,644,916
Total number of DNS Queries	159,447,013,251
Total EPP Transactions	60,945,874
Total Registry Transactions	160,602,735,439

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	6,468
Click-Thru Rate	1.6%
Average Visit Length	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	N/A
Updates to Locality Domains	N/A

Section 8: Nexus & WHOIS Compliance Statistics

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

Domain Name	Registrar	Date	Complaint
raynewrites.[us]	GoDaddy.com, LLC	6/27/2026	Whois Complaint
pxel.[us]	Spaceship, Inc.	6/24/2026	Nexus Complaint
dantelabs.[us]	NameCheap, Inc.	6/24/2026	Nexus Complaint
veganforlife.[us]	PDR Ltd. d/b/a PublicDomainRegistry.com	6/23/2026	Whois Complaint
heatclub.[us]	Tucows Domains Inc.	6/17/2026	Whois Complaint
darkwolfsolutions.[us]	GoDaddy.com, LLC	6/17/2026	Whois Complaint
browningspharmacy.[us]	NameCheap, Inc.	6/17/2026	Whois Complaint
extremefashion.[us]	NameCheap, Inc.	6/16/2026	Whois Complaint
whalers-creation.[us]	Tucows Domains Inc.	6/14/2026	Whois Complaint
courtcasesearch.[us]	NameCheap, Inc.	6/14/2026	Whois Complaint
zerogastrx.[us]	NICENIC INTERNATIONAL GROUP CO., LIMITED	6/12/2026	Whois Complaint
primexs.[us]	Hosting Concepts B.V. d/b/a Registrar.eu	6/11/2026	Whois Complaint
mailmake.[us]	NameCheap, Inc.	6/9/2026	Whois Complaint
extremefashion.[us]	NameCheap, Inc.	6/7/2026	Whois Complaint
about.[us]	.[us] Registry Services LLC	6/5/2026	Whois Complaint
zoommate.[us]	NameCheap, Inc.	6/3/2026	Whois Complaint
watchtrendz.[us]	NameCheap, Inc.	6/3/2026	Whois Complaint

extremefashion.[us]	NameCheap, Inc.	6/3/2026	Whois Complaint
baffinus.[us]	Dynadot Inc	6/3/2026	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	
June 2026 [.]us domain names reviewed (Nexus)	1,895
% of domain names pass primary investigation	95.36%

Definitions

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