



Registry Operator Monthly Report

July 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 July 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 July 2026.

Technical and Operational Update

There were no operational changes in production during July 2026.

Marketing Update

July was a month of disciplined execution rather than aggressive expansion, and the numbers tell a story of quality over sheer volume. Following June's 90% traffic surge tied to the launch of the .US 250th Anniversary campaign, July's strategy shifted toward precision: concentrating paid media firepower on the first two weeks of the month to directly support registrar promotions, then easing spend back to evergreen levels once that promotional window closed. The result is fewer, but meaningfully more engaged, visitors, average session time jumped from 20 seconds in June to 1 minute 23 seconds in July, a better than fourfold increase. That's a clear signal that the audiences arriving this month were more qualified, more curious, and more invested in the .US story. On the technical side, the team continued strengthening the foundation for AI-era discoverability, rebuilding and republishing the about.us sitemap and automating blog indexing in Google, work that doesn't show up as a flashy headline number but compounds in visibility over time.

Performance Highlights

Click-Thru Rate: 1.5%

Website Sessions: 4,947 (23% decrease month-over-month, by design)

Blog Traffic: 4% of total website traffic; 30% of organic traffic

July's traffic pattern reflects a smarter, more targeted media strategy rather than a slowdown in effort. Rather than sustaining June's elevated always-on spend, the team intentionally built momentum in late June and then concentrated budget into the first two weeks of July to align precisely with registrar-driven promotions, giving partners maximum visibility exactly when it mattered most. Once that window passed, spend returned to steady, evergreen levels, which is reflected in the lower overall session count but a markedly higher-quality visitor. Social media ads were the top lead driver this month, closely followed by Google Performance Max, reinforcing that the creative-led, story-driven approach continues to resonate most with .US audiences. Blog performance was a genuine bright spot: blog traffic

climbed to 4% of total site traffic and 30% of organic traffic, a strong rebound after June's dip and a sign that the evergreen content engine is not just holding steady but actively gaining ground.

Featured June Blog

How to Protect Your Business From Domain Squatters in the AI Era

Read Here

This month's featured piece tackles a problem that's only growing more urgent as AI reshapes how people discover and trust information online: how to evaluate whether a website is legitimate. The guide walks readers through practical checkpoints, examining domain and security signals, site quality, author credentials, third-party reviews, potential bias, and the credibility of cited statistics and sourcing. By teaching readers to fact-check, cross-reference, and look for transparent attribution, the article helps protect not just the reader, but every legitimate business (including .US registrants) from the reputational damage that comes with misinformation and squatting schemes.

This is exactly the kind of content that reinforces why .US matters: a namespace built on trust and authenticity needs an audience that understands how to recognize trust and authenticity elsewhere online. It's a natural extension of the .US brand promise, delivered with real, usable guidance.

For the third consecutive month, "How to Start an Online Business: 25+ Online Business Ideas" (originally published December 2025) remained the top-performing article on the site. This continued dominance is the clearest possible proof of the compounding value of evergreen content: an asset built once continues to attract, engage, and convert readers seven months later, with zero incremental spend.

Social & Brand Ambassadors

Total Number of Posts (Facebook + X): 24

Brand Ambassador Spotlight: ForsytheFarms.US

July's ambassador feature turned the spotlight on ForsytheFarms.us, adding another authentic, on-the-ground story to the growing tapestry of .US businesses. From performing arts organizations to working farms, the ambassador program continues to prove that .US isn't a niche domain for one type of business, it's the home for the full breadth of American enterprise, and every new feature deepens that credibility with real audiences. [View Feature](#)

Top Performing Posts

July's top social performance came directly from the .US 250th Anniversary campaign's custom creative, purpose-built by the in-house design team to carry the .US brand voice into the most patriotic moment of the year:

- 250th Anniversary Campaign Video (Reel) — A bespoke video asset that brought the "register your piece of America" message to life with dynamic, shareable storytelling. [View Reel](#)
- 250th Anniversary Static Post — A companion static creative celebrating America's 250th birthday, extending the campaign's reach and reinforcing the visual identity established in the video. [View](#)

Looking Ahead

August welcomes the .US program's annual partnership with the Conrad Challenge. This partnership connects .US with student innovators from around the globe who compete in teams to solve real-world challenges, spanning energy, health, cybersecurity, and beyond. It's a natural extension of the .US brand story: just as the 250th Anniversary campaign celebrates America's legacy of ingenuity, the Conrad Challenge invests directly in the next generation building that legacy forward.

In addition, evergreen ads will continue their steady, always-on presence across paid platforms. On the technical side, ongoing AI-scanability work on about.us continues in the background: with the sitemap rebuild and blog indexing automation now in place, the team will monitor how these changes influence AI-driven discovery and organic visibility in the months ahead.

Summary

July was a month defined by precision rather than scale, and the metrics reflect a program that is maturing in its media strategy, not slowing down. By concentrating paid spend into the first two weeks of the month to align directly with registrar promotions, the team delivered fewer but far more engaged sessions, evidenced by average time on site more than quadrupling from June. Blog performance rebounded strongly, climbing to 30% of organic traffic, and the evergreen content library keeps proving its long-term value, with a December 2025 article still leading the pack seven months later at no additional cost. The custom-designed 250th Anniversary creative assets, both video and static, again topped social performance, reaffirming that the pairing of authentic, bespoke storytelling with strategic amplification remains the .US program's most reliable formula.

Behind the scenes, the continued investment in AI-readiness for about.us, from sitemap rebuilds to blog indexing automation, reflects the kind of infrastructure work that doesn't show up in a single month's traffic spike but pays dividends as AI-powered search becomes an increasingly important discovery channel. Combined with a new ambassador story from ForsytheFarms.us and an exciting partnership with the Conrad Challenge on the horizon, .US marketing heads into August with a smarter media playbook, a strengthening technical foundation, and a content and community engine that keeps compounding in value month over month.

Partnership Updates

There were no partnership activations during July 2026.

Other Updates

New registrations in July 2026 were 5.56% higher than July 2025. Names under management in July 2026 were 24.17% lower than July 2025. The renewal rate in April 2026 (most current data available due to 45-day grace period) was higher year over year at 4 58.47% vs. 57.44% in April 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	1,858,827
Totals Nameservers Managed	200,400

Billable Transactions

Transaction Type	# of Transactions
Adds	30,623
Auto-Renews	4,730
Renews	79,099
Transfers	2,738
Deletions for Credit	412
Total	117,607

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

Command	# of Transactions
Check Contact	3,430,967
Create Contact	905,910
Delete Contact	248,903
Info Contact	3,924,681
Transfer Contact	0
Update Contact	456,293
Check Domain	35,140,855

Create Domain	23,737,956
Delete Domain	51,764
Info Domain	3,130,192
Renew Domain	74,208
Transfer Domain	89,300
Update Domain	633,480
Check Host	3,014,939
Create Host	102,478
Delete Host	492,047
Info Host	3,109,190
Update Host	102,438
Totals	78,645,601

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,999,384
Minimum Daily Transactions	1,390,448
Average Daily Transactions	2,536,954

Transaction Type	# of Transactions
Total Billable Transactions	117,607
Total number of Whois Queries	105,619,399
Total number of DNS Queries	169,815,463,886
Total EPP Transactions	78,645,601
Total Registry Transactions	169,999,846,493

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	4,947
Click-Thru Rate	1.5%
Average Visit Length	1 min 23 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 July 2026.

Domain Name	Registrar	Date	Complaint
Droneplanet[.us]	GoDaddy.com, LLC	7/30/2026	Whois Complaint
insomniacgames[.us]	Spaceship, Inc.	7/24/2026	Whois Complaint
zonetrade[.us]	PDR Ltd. d/b/a PublicDomainRegistry.com	7/17/2026	Whois Complaint
jimday[.us]	OwnRegistrar, Inc.	7/14/2026	Whois Complaint
alinshop[.us]	Paknic (Private) Limited	7/14/2026	Nexus Complaint
Spock[.us]	Dynadot Inc	7/13/2026	Whois Complaint
ndeco[.us]	NameSilo, LLC	7/12/2026	Whois Complaint
0676[.us]	Dynadot Inc	7/6/2026	Nexus Complaint
pxel[.us]	Spaceship, Inc.	7/1/2026	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	
July 2026 [.]us domain names reviewed (Nexus)	1,949
% of domain names pass primary investigation	96.41%

Definitions

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