



# Registry Operator Monthly Report

**April 2025**

Prepared: May 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

There were no Contractor or Policy changes or updates in April 2025.

### Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,548 total usTLD Locality names. Of those, Registry Services manages 9,260 as the Delegated Manager, and the remaining 3,288 are covered by external Delegated Manager Agreements.

There were no Delegated Manager agreements executed this month.

### Technical and Operational Update

There were no operational changes during April 2025.

### Marketing Update

April's marketing efforts kicked off strong with a fresh set of creative assets rolled out across all advertising channels. New social tiles featured updated photography and revised headlines informed by recent performance trends. Paid search and Performance Max campaigns were also refreshed, optimizing both ad copy and visuals to boost website conversions (measured as outbound clicks to registrar websites). Media investments remained strategically distributed across platforms to ensure cross-channel visibility and alignment with top-performing lead sources. Below is a summary of April's advertising performance.

Click-thru Rate: 1.17%

Website Sessions: 3,606

Paid search performance picked up this month with conversion rates on par with Google Performance Max. Several optimizations over the past two months related to key words, bidding strategy and ad copy have all contributed to improved paid search performance. Performance Max drove the highest number of website conversions, with paid search and paid social coming in as a close second and third. Organic search is up 12% from the previous month.

In addition to targeted paid advertising, the .US marketing team continues to invest in long-term, community-driven efforts such as social media engagement and high-

quality blog content. These efforts focus on educating users and celebrating the vibrant community of .US entrepreneurs. Each month, the team publishes articles on key topics related to small business, website development, and domain name research, along with exclusive one-on-one interviews with business owners using a .US domain.

To ensure relevance and consistency, strategic content calendars for both social media and blog channels are planned a year in advance, identifying content gaps and prioritizing timely themes. These value-driven initiatives play a critical role in supporting long-term brand goals: boosting awareness, strengthening community engagement, and building .US brand equity that enhances recall at the point of purchase.

By delivering authentic brand connections through curated blog posts, engaging social media content, and seamless web experiences, .US fosters brand trust and credibility, two key drivers in consumer decision-making. The marketing strategy also prioritizes content development and SEO to continually grow brand value and drive visibility for the .US website, [www.about.us](http://www.about.us), across search engines.

Content efforts for April focused on a feature interview with [webbuilders.us](http://webbuilders.us), and website design best practices for small businesses.

- **WebBuilders.US: Building an Accessible and Affordable Web Design Platform for Small Businesses** (<https://www.about.us/blog/webbuilders.us:-building-an-accessible-and-affordable-web-design-platform-for-small-businesses> ) Eric MacDonald founded WebBuilders to make professional, customized web design affordable and accessible to businesses of all sizes, inspired by his own early frustrations with the high cost of website creation. By offering tailored websites starting at \$299 with quick turnaround times, WebBuilders.us has earned a reputation for quality, speed, and customer-focused service—helping entrepreneurs and enterprises alike establish a strong digital presence.
- **Mobile-First or Left Behind: Why Your Website Needs to Think Small to Win Big** (<https://www.about.us/blog/mobile-first-or-left-behind-why-your-website-needs-to-think-small-to-win-big> ) With mobile devices now driving over 60% of web traffic, businesses must adopt a mobile-first website design to stay competitive, ensuring fast load times, intuitive navigation, and finger-friendly interactions. This approach not only improves user experience and reduces bounce rates but also helps small businesses convert mobile visitors into loyal customers in an increasingly on-the-go world.

Blog traffic accounted for 10% of total website traffic for the month of April and 27% of total organic traffic.

Social activation across Facebook and X also remains foundational to community engagement with a regular cadence of posts aimed at engaging users, promoting the .US domain, and driving referrals to the [www.about.us](http://www.about.us) website. Content buckets for the month include: .US brand ambassadors, .US benefits and educational content targeted to SMB owners. A summary of social activity is included below:

Total Number of Posts (Facebook + X): 84

Brand Ambassadors Featured:

- [curioso.us](http://curioso.us)
- [powerdesigninc.us](http://powerdesigninc.us)
- [blueroad.us](http://blueroad.us)
- [advancedmarinegroup.us](http://advancedmarinegroup.us)

As part of a special April marketing initiative, we conducted a brand ambassador photoshoot featuring two standout .US businesses: [juliemytrille.us](http://juliemytrille.us) and [rosegose.us](http://rosegose.us). This initiative was designed to capture authentic, real-user photography that can elevate our branding and marketing efforts across channels.

The process began in February with strategic candidate research to identify businesses that embodied the spirit of the .US community and would resonate visually. In March, we moved into pre-production—coordinating logistics, aligning schedules, and preparing interview exclusives to add depth and storytelling to the campaign.

The April shoots successfully brought these stories to life, providing a library of high-quality, original content that showcases the real faces behind the .US brand. The article and imagery will launch as part of our Independence Day Q3 campaign.

## Partnership Updates

**Major League Hacking:** A 3-day hackathon event geared towards students. Attendees include college undergraduates, developers, designers and engineers. Program participants are offered .US domains as part of the Registry Services scholarship portfolio program.

Events: 12

Attendees: 2,500

Event Locations:

- MariHacks (Canada)
- HackKU (Kansas)
- sharkHack (Boston)
- Los Altos Hacks (California)
- DragonHack 2025 (Europe)

- HackaBull (Florida)
- Hacktech by Caltech (California)
- LA Hacks (California)
- HackDartmouth X (New Hampshire)
- MorganHacks (Maryland)
- DragonHacks 11 (Philadelphia)
- JacHacks (Canada)

A sampling of domains registered throughout the month include: foxnwhale.us, ticketnest.us and clouds2campus.us

### Other Updates

New registrations in April 2025 were 8.06% lower than April 2024. Names under management in April 2025 were 23.18% higher than April 2024. The renewal rate in January 2025 (most current data available due to 45-day grace period) was higher year over year at 67.07% vs. 66.68% in January 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>2,575,574</b>
<b>Totals Nameservers Managed</b>	<b>206,228</b>

### Billable Transactions

Transaction Type	# of Transactions
Adds	73,955
Auto-Renews	4,836
Renews	91,180

Transfers	2,355
Deletions for Credit	805
<b>Total</b>	<b>173,131</b>

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

<b>Command</b>	<b># of Transactions</b>
Check Contact	4,646,116
Create Contact	1,280,863
Delete Contact	194,480
Info Contact	5,570,851
Transfer Contact	0
Update Contact	554,977
Check Domain	29,408,169
Create Domain	26,055,895
Delete Domain	63,924
Info Domain	5,130,308
Renew Domain	86,327
Transfer Domain	66,501
Update Domain	899,605
Check Host	2,405,084
Create Host	148,606
Delete Host	293,865

Info Host	2,996,490
Update Host	8,443
<b>Totals</b>	<b>79,810,504</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,859,459
Minimum Daily Transactions	1,622,815
Average Daily Transactions	2,660,350

Transaction Type	# of Transactions
Total Billable Transactions	173,131
Total number of Whois Queries	89,454,484
Total number of DNS Queries	106,120,500,130
Total EPP Transactions	79,810,504
<b>Total Registry Transactions</b>	<b>106,289,938,249</b>

#### Section 4: Monthly Registration Data

Spreadsheet provided.

### Section 5: Website Statistics

URL: www.about[.]us	
Page Views	11,194
Visits	3,606
Average Visit Length	0 min 40 sec

### Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	250
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

### Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	112
Changes to Delegated Managers	0
Updates to Locality Domains	17

### Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during April 2025.

Domain Name	Registrar	Date	Complaint
portcharlotte.us	Corehub, S.R.L.	4/30/2025	WHOIS
certifiedtin.us	GoDaddy.com, LLC	4/29/2025	WHOIS
vet.us	NameSilo, LLC	4/27/2025	WHOIS
fracture.us	Gandi SAS	4/17/2025	NEXUS
navka.us	OVH sas	4/14/2025	WHOIS
navka.us	OVH sas	4/14/2025	WHOIS
markads.us	OVH sas	4/14/2025	WHOIS
pk11.us	NameCheap, Inc.	4/13/2025	WHOIS
surpl.us	Tucows Domains Inc.	4/5/2025	WHOIS
navka.us	OVH sas	4/2/2025	WHOIS
navka.us	OVH sas	4/2/2025	WHOIS
alswelding.us	GoDaddy.com, LLC	4/1/2025	WHOIS

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 2025 [.]us domain names reviewed (Nexus)	2,293
% of domain names pass primary investigation	95.64%

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