



# Registry Operator Monthly Report

**January 2026**

Prepared: February 2026

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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 changes during January 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 5,022 as the Delegated Manager, and the remaining 7,513 are covered by external Delegated Manager Agreements.

There was one (1) Delegated Manager agreements executed in January 2026.

### Technical and Operational Update

There were no operational changes in production during January 2026.

### Marketing Update

January marked a strong start to 2026, with increased website traffic and improved engagement as seasonal demand rebounded following the end-of-year slowdown. Marketing efforts focused on applying 2025 performance learnings to optimize channel mix, audience targeting, and messaging efficiency. With a proven media foundation in place, efforts emphasized consistency, relevance, and qualified traffic growth rather than broad expansion.

Organic traffic increased in January, reflecting renewed search interest as small businesses and creators return to planning and building activity early in the year. Engagement metrics improved month-over-month, indicating higher-quality sessions and deeper interaction with educational content.

### Performance Highlights

- Click-Thru Rate: 1.3%
- Website Sessions: 4,627 (25% increase month-over-month)
- Blog Traffic: 4% of total website traffic; 20% of organic traffic

The paid media mix remained anchored by Performance Max as the primary driver of scalable traffic and efficiency, while incremental optimizations focused on audience refinement and creative relevance. In January, the media strategy expanded to include boosting organic Facebook posts as part of regular monthly

social activation. This enhancement complements, rather than replaces, existing paid Facebook and Instagram campaigns.

Given ongoing declines in organic social reach across platforms, boosting ensures consistent visibility among existing followers while extending reach to lookalike audiences. This investment aligns directly with the refreshed social content strategy, designed to improve performance through stronger storytelling, visual consistency, and platform-native formats.

### Featured January Blogs

- A Beginner's Guide to Using Google Search Console [Read Here](#)  
This article introduces Google Search Console as a free, practical tool for small businesses to understand how users find their site, diagnose technical issues, and leverage keyword and performance insights to improve search visibility.

Blog traffic accounted for 4% of total website traffic and 25% of organic traffic in January.

- Blog sessions skewed heavily toward desktop usage, with 88% of blog views from desktop users, compared to 50% desktop usage across the full site.

This behaviour suggests users are engaging with blog content during deeper research and planning phases, reinforcing the value of educational content as a high-intent entry point into the .US ecosystem.

### Social & Brand Ambassadors

The number of monthly posts decreased in January as efforts shifted toward higher-quality, branded storytelling using curated designs and repeatable visual templates. This approach prioritizes consistency, clarity, and scalability, supporting both organic performance and paid amplification while reinforcing .US brand values.

### Total Number of Posts (Facebook + X): 24

#### Brand Ambassadors Featured:

- babyandco.us – Based in Sun Valley, Idaho, Baby & Company is a dynamic, seasonal retailer and online store offering thoughtfully curated clothing and accessories for women and men.
- dearborndenim.us – A Chicago-based retailer dedicated to American manufacturing and high-quality, locally made denim products.
- oranje.us – Oranje Commercial Janitorial provides tailored janitorial solutions for businesses across Phoenix, Arizona.
- brunch.us – A New York-based lifestyle brand designing comfort footwear for effortless living.
- parksproject.us – A consumer goods brand inspired by parks, with a mission centered on giving back.

## Looking Ahead

February efforts will focus on targeted pocket campaigns with select partners, refreshed paid media creative, and continued rollout of the updated Facebook content strategy. These initiatives are designed to maintain relevance, improve engagement efficiency, and reinforce .US as the domain of choice for American businesses, creators, and community organizations.

## Summary

January delivered a strong and encouraging start to 2026 for the .US namespace. Website traffic rebounded significantly following seasonal softness, engagement improved, and early performance trends point to increased content quality and relevance. Strategic enhancements to social activation and a renewed focus on platform-native storytelling position .US to build momentum throughout Q1 while continuing to normalize .US as the trusted digital home for American identity online.

## Partnership Updates

- Events – 0

## Other Updates

New registrations in January 2026 were 71.02% lower than January 2025. Names under management in January 2026 were 11.91% lower than January 2025. The renewal rate in October 2025 (most current data available due to 45-day grace period) was lower year over year at 52.75% vs. 62.21% in October 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>2,089,403</b>
<b>Totals Nameservers Managed</b>	<b>203,939</b>

#### Billable Transactions

<b>Transaction Type</b>	<b># of Transactions</b>
Adds	30,002
Auto-Renews	4297
Renews	80,864
Transfers	2,072
Deletions for Credit	1,195
<b>Total</b>	<b>118,430</b>

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

<b>Command</b>	<b># of Transactions</b>
Check Contact	3,436,466
Create Contact	615,156
Delete Contact	160,635
Info Contact	4,750,419
Transfer Contact	0
Update Contact	461,622

Check Domain	44,767,407
Create Domain	20,159,232
Delete Domain	81,693
Info Domain	4,952,642
Renew Domain	76,555
Transfer Domain	103,432
Update Domain	842,330
Check Host	1,798,254
Create Host	83,445
Delete Host	226,486
Info Host	1,922,003
Update Host	7,245
<b>Totals</b>	<b>84,445,022</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,122,159
Minimum Daily Transactions	1,759,655
Average Daily Transactions	2,724,032

Transaction Type	# of Transactions
Total Billable Transactions	118,430
Total number of Whois Queries	123,434,306

Total number of DNS Queries	135,557,695,416
Total EPP Transactions	84,445,022
<b>Total Registry Transactions</b>	<b>135,765,693,174</b>

#### Section 4: Monthly Registration Data

Spreadsheet provided.

#### Section 5: Website Statistics

URL: www.about[.]us	
Page Views	4,627
Click-Thru Rate	1.30%
Average Visit Length	1 min 29 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	126
Changes to Delegated Managers	1
Updates to Locality Domains	1

### Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during January 2026.

Domain Name	Registrar	Date	Complaint
bcpsk12md.us	Hosting Concepts B.V. d/b/a Registrar.eu	1/29/2026	Whois Complaint
mindgrub.us	NameCheap, Inc.	1/27/2026	Whois Complaint
aint-nobody-hiring.us	Porkbun	1/27/2026	Whois Complaint
ifia.us	PDR Ltd. d/b/a PublicDomainRegistry.com	1/26/2026	Nexus Complaint
Difi.us	Advanced Internet Technologies, Inc.	1/26/2026	Whois Complaint
publicrecords.us	GoDaddy.com, LLC	1/23/2026	Whois Complaint

borderslawfirm.us	NameCheap, Inc.	1/22/2026	Whois Complaint
Passportsubmission.us	GoDaddy.com, LLC	1/19/2026	Whois Complaint
zumaresearch.us	Squarespace Domains II LLC	1/15/2026	Whois Complaint
pradaus.us	Dynadot Inc	1/15/2026	Whois Complaint
sigmoid.us	Spaceship, Inc.	1/11/2026	Nexus Complaint
ghat.us	Spaceship, Inc.	1/7/2026	Whois Complaint
coled.us	Spaceship, Inc.	1/7/2026	Whois Complaint
apptunix.us	Hosting Concepts B.V. d/b/a Registrar.eu	1/6/2026	Whois Complaint
mindhub.us	Spaceship, Inc.	1/5/2026	Nexus Complaint
Difi.us	Advanced Internet Technologies, Inc.	1/1/2026	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	
January 2026 [.]us domain names reviewed (Nexus)	30,448
% of domain names pass primary investigation	99.85%

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