



# Registry Operator Monthly Report

**November 2023**

Prepared: December 2023

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# Monthly Progress Report for November 2023

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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

The annual usTLD Town Hall hosted by the Stakeholder Council was held on 2 November 2023 at 12:00pm EST. The Town Hall allows the broader community of stakeholders to provide input and feedback on .US Policies and other initiatives. The agenda included an overview of the State of the Domain, a Marketing Review, Stakeholder Council updates including policy considerations for 2024, and a guest speaker, Don McMoran, Western Regional Agricultural Stress Assistance Program (WRASAP), farmstress.us. The presentation is posted on the usTLD website and can be found <https://about.us/townhall>.

### Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,523 total usTLD Locality names. Of those, Registry Services manages 9,257 as the Delegated Manager, and the remaining 3,266 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 November 2023.

### Marketing Update

November .US marketing efforts continued to focus on bottom of the funnel conversion activities, leaning into Channel efforts for end of year sales and promotions from registrars. Our ongoing campaigns in paid advertising were strategically tailored to drive conversions and support new registrations, focusing on ongoing Channel sales. Paid advertising consists of targeted ads on Facebook and Instagram, as well as Google paid search text ads. YouTube awareness efforts were pulled back in October and through the end of the year as more focus is put on Channel/retailer activities. Concurrently, organic and native initiatives revolving around content creation, website optimization, and community engagement across social media platforms continued, working to fill the marketing funnel and ensure small business owners and entrepreneurs are engaging with the .US brand. November paid advertising results are summarized below.

Website Sessions: 2,673

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Website Conversions: 247

Impressions: 40K

Total website traffic down from the previous period due to the decrease in paid media awareness and consideration efforts for end of year. Organic traffic to about.us slowing as well during end of year. This is in line with typical trends for the about.us user trends. Paid media continues to support overall brand awareness and registration growth through highly targeted conversion campaigns in social and paid search. Ongoing optimizations for creative and targeting ensure campaigns drive towards brand objectives for continued growth.

In addition to paid media, content development for both organic social media as well as regular blog publications to the about.us website, serve to fuel long-term brand goals for awareness and community engagement. These purpose-driven initiatives focus on engaging the .US community of entrepreneurs and small business owners, cultivating .US brand equity and supporting brand recall at the point of purchase. Providing genuine and authentic brand connections, through curated blog posts, engaging social media content, and user-friendly web interactions drives brand trust and credibility, two important factors in the consumer decision-making process. The .US marketing strategy continues to invest in content and search engine optimization efforts to support long-term brand value across the .US audience, and drive increased brand visibility for the .US website, [www.about.us](http://www.about.us), on search engines.

Content efforts for November focused on activating micro communities with niche content for cooking and podcast sites. The targeted keywords for these include “cooking blog” and “podcast website,” both of which capture influencers and entrepreneurs during the research phase of the customer journey:

- “Create a Captivating Podcast Website: Tips for Design, SEO, and Engagement” <https://www.about.us/blog/create-a-captivating-podcast-website-tips-for-design-seo-and-engagement> : Whether you are producing a podcast about manifesting wealth, or delving into an investigative series focused on true crime cases, creating a well-designed and optimized website helps attract listeners who are on the hunt for content related to your podcast topic.
- “How to Launch a Cooking Blog that Stands Out” <https://www.about.us/blog/how-to-launch-a-cooking-blog-that-stands-out> : There are many ingredients to running a successful cooking blog. From branding your blog, to launching a website, and monetizing it as a business, here’s a step-by-step guide.

Developing content around specific keywords and phrases supports quality rankings and search results across search engines. This boosts visibility of the about.us website when users go to Google and search terms with the phrase “how to launch a cooking blog.”

Blog traffic accounted for 30% of total website traffic for the month of November and 45% of organic website traffic. More than one in every four users to the about.us website, discovered

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the site from an organic search, which demonstrates the value of quality content for long-term growth.

Social activation across Facebook and Twitter also remained active with a mix 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 + Twitter): 78

Total Impressions: 25K

Brand Ambassadors Featured:

- **Leadstar.us** – Coaching, training and strategy solutions for leadership development.
- **Geislinger.us** - Provides engineered coupling, damper, and shafting solutions that meet international quality standards and marine certifications.
- **Seedx.us** - Offers holistic digital and traditional marketing, technology development, and business strategy.
- **Hairjazz.us** – A hair care product line enriched with active ingredients to make hair fuller, thicker, softer and shinier.

Rounding out the November marketing efforts are strategic partnership activations with Startup Weekend and Major League Hacking. The Major League Hacking program was expanded in September to include activations across both North America and APAC. This greatly increased the partnership reach and exposure for .US as part of the Registry Services portfolio activation.

Startup Weekend: A three-day program where aspiring entrepreneurs can experience startup life through a 3-day pitch competition. Attendees include aspiring entrepreneurs, startup enthusiasts, business professionals, etc. in cities around the world. Program participants are offered .US domains as part of the Registry Services scholarship portfolio program.

- Events: 59

- Attendees: 6,504

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: 20

- Themes:

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- 11/3 YCP Hacks
- 11/3 Hack K-State
- 11/3 DandyHacks '23
- 11/3 TigerHacks 2023
- 11/4 NewHacks 2023
- 11/4 DurHack 2023
- 11/4 HackRPI
- 11/4 HackUTD
- 11/4 HackSC-X
- 11/4 HackNJIT 2023
- 11/4 WHACK
- 11/4 Hack the Heights
- 11/4 sunhacks
- 11/10 HackPrinceton
- 11/11 HackUNT
- 11/17 AI ATL
- 11/17 UniHack 5
- 11/18 BostonHacks
- 11/24 Hack Western 10
- 11/25 HackSussex GameJam

A sampling of domains registered throughout the month include: oceanator.us, womenwhocode.us, gonefishin.us, wordwave.us, houseready.us, oxygenapp.us, etc.

### Other Updates

New registrations in November 2023 were 6.86% lower than November 2022. Names under management in November 2023 were 2.72% higher than November 2022. The renewal rate in August 2023 (most current data available due to 45-day grace period) was lower year over year at 76.81% vs. 84.52% in August 2022.

## 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%

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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>2,053,015</b>
<b>Totals Nameservers Managed</b>	<b>213,935</b>

#### Billable Transactions

Transaction Type	# of Transactions
Adds	36,227
Auto-Renews	6,288
Renews	60,808
Transfers	2,287
Deletions for Credit	739
<b>Total</b>	<b>106,349</b>

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

Command	# of Transactions
Check Contact	3,589,172
Create Contact	1,175,513
Delete Contact	307,820
Info Contact	3,092,155
Transfer Contact	0
Update Contact	371,514
Check Domain	35,419,705
Create Domain	33,814,873
Delete Domain	59,502
Info Domain	4,733,612
Renew Domain	62,378
Transfer Domain	306,255
Update Domain	671,707
Check Host	2,372,171
Create Host	225,343
Delete Host	146,650
Info Host	1,052,841
Update Host	9,268
<b>Totals</b>	<b>87,410,479</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,496,972
Minimum Daily Transactions	2,131,019
Average Daily Transactions	2,913,682

Transaction Type	# of Transactions
Total Billable Transactions	106,349
Total number of Whois Queries	55,195,408
Total number of DNS Queries	60,566,094,057
Total EPP Transactions	87,410,479
<b>Total Registry Transactions</b>	<b>60,708,806,293</b>



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### Section 4: Monthly Registration Data

Spreadsheet provided.

### Section 5: Website Statistics

URL: <a href="http://www.about[.]us">www.about[.]us</a>	
Page Views	14,829
Visits	2,673
Average Visit Length	0 min 40 sec

### Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	239
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

### Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	113
Changes to Delegated Managers	0
Updates to Locality Domains	22

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### Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during November 2023.

Domain Name	Registrar	Date	Complaint	Action
svm.w.us	GoDaddy.com, LLC	11/29/2023	WHOIS	Invalid
snpchat.us	NameCheap, Inc.	11/28/2023	WHOIS	New
ehraam.us	Tucows Domains Inc.	11/26/2023	WHOIS	Invalid
Redtrailer.us	NameCheap, Inc.	11/25/2023	WHOIS	Registrar Accepted
track718.us	TLD Registrar Solutions Ltd.	11/24/2023	WHOIS	Registrar Accepted
livecoins.us	Fast Domain Inc.	11/19/2023	WHOIS	Invalid
sportswift.us	Tucows Domains Inc.	11/14/2023	WHOIS	Registrar Accepted
uaddid.us	NameSilo, LLC	11/14/2023	WHOIS	Invalid
Servec.us	NameSilo, LLC	11/7/2023	WHOIS	Registrar Accepted
uaddc.us	NameSilo, LLC	11/3/2023	Nexus	New

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	
November 2023 [.]us domain names reviewed (Nexus)	1332
% of domain names pass primary investigation	92.57%