



Registry Operator Monthly Report



January 2020

Prepared: February 2020

**Registry Services, LLC
21575 Ridgetop Circle
Sterling, VA 20166**

Monthly Progress Report for January 2020

As required by the Department of Commerce/Registry Services, LLC (“Neustar”) Agreements, this report provides an overview of Neustar Registry activity during the reporting month.

Table of Contents:

Section 1: Summary of Major Events	3
Section 2: Performance Data	4
Section 3: Monthly Transaction Statistics	5
Section 4: Monthly Registration Data.....	6
Section 5: Website Statistics.....	6
Section 6: Accredited Registrar Status	6
Section 7: .US Locality Statistics	6
Section 8: WHOIS Complaint Statistics	7

Monthly Progress Report for January 2020

Section 1: Summary of Major Events

Technical and Operational Update

There were no operational changes during January 2020.

Locality Update

The usTLD Locality space is monitored by Neustar to ensure adherence to policies and procedures. We now have 12,174 total usTLD Locality names. Of those, Neustar manages 8,914 as the Delegated Manager, and the remaining 3,260 are covered by external Delegated Manager Agreements. Neustar continues to work through a migration plan for the former Texas Regional Hostmaster delegations to ensure policies, services and domain names have no degradation during the migrations.

Policy Update

There were no policy updates during January 2020.

Marketing Update

January marketing efforts were focused on driving engagement through content and social channels. Two new blogs were posted to the website in January. The first was a, "SEO Small Business Checklist," designed to capitalize on keyword searches for search engine optimization tips, and to support our community of small business owners. The checklist includes ten actionable items readers can apply to their website right away. The second article was created to support the re-launch of our wedding and engagement campaign, "How to Pick the Perfect Domain for Your Wedding Website." This article builds on the momentum we've seen with the article posted in 2018 which continues to be one of the most read articles on the .US blog. The 2020 article highlights some .US websites "in the wild" as well as basic tips for choosing an easy-to-remember domain name.

- SEO Small Business Checklist: <https://www.about.us/blog/seo-small-business-checklist>
- How to Pick the Perfect Domain for Your Wedding Website: <https://www.about.us/blog/how-to-pick-the-perfect-domain-for-your-wedding-website>

In addition to content, social channels engaged with .US community members featuring three use-cases throughout the month on Facebook and Twitter channels from a variety of industries: robertgraham.us (retail apparel), cloudbreak.us (healthcare technology) and bigeasytours.us (New Orleans tour company). Impressions totaled 37K for January social media.

Total organic search traffic is comparable to same time last year but a jump in conversion rates from 4.8% to 6%, signaling more qualified traffic to the about.us website and increased interest in registrations.

Monthly Progress Report for January 2020

Other Updates

New registrations in January 2020 were 57% lower than January 2019. Names under management in January 2020 were 14.89% lower than January 2019. The renewal rate in November 2019 (most current data available due to 45 day grace period) was lower year over year at 57% vs. 67.58% in November 2018.

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

Monthly Progress Report for January 2020

Section 3: Monthly Transaction Statistics

Total Domains Under Management	1,901,176
Totals Nameservers Managed	455,031

Billable Transactions

Transaction Type	# of Transactions
Adds	27,267
Auto-Renews	4,902
Renews	69,692
Transfers	1,942
Deletions for Credit	892
Total	104,695

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

Command	# of Transactions
Check Contact	1,707,388
Create Contact	4,258,447
Delete Contact	84,934
Info Contact	6,803,454
Transfer Contact	0
Update Contact	2,118,066
Check Domain	46,219,239
Create Domain	17,609,111
Delete Domain	59,061
Info Domain	3,451,353
Renew Domain	126,326
Transfer Domain	80,119
Update Domain	668,237
Check Host	6,481,670
Create Host	97,723
Delete Host	145,179
Info Host	2,629,800
Update Host	61,219
Totals	92,601,326

Monthly Progress Report for January 2020

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,844,556
Minimum Daily Transactions	2,365,805
Average Daily Transactions	2,987,139

Transaction Type	# of Transactions
Total Billable Transactions	104,695
Total number of Whois Queries	23,498,112
Total number of DNS Queries	91,951,201,203
Total EPP Transactions	92,601,326
Total Registry Transactions	92,067,405,336

Section 4: Monthly Registration Data

See attached spreadsheet.

Section 5: Website Statistics

URL: www.about.us	
Page Views	9,715
Visits	6,020
Average Visit Length	46 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	224
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: .US Locality Statistics

Statistic	Count
Number of Delegated Managers	441
Changes to Delegated Managers	0
Updates to Locality Domains	65

Monthly Progress Report for January 2020

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during January 2020.

Date	Registrar	Domain Name	Complaint	Action
1/12/2020	NameCheap, Inc.	onlyhit.us	Invalid registration	Nexus
1/17/2020	eNom, LLC	SOUNDDESIGNER.US	Invalid registration	Nexus