

## Multimedia Appendix 1. Search terms employed on Google

<b>Low back pain</b>	<b><i>Sciatica</i></b>
Australia ( <a href="http://www.google.com.au">www.google.com.au</a> )	
<b>Government:</b> low back pain Australia gov	<b>Government:</b> low back pain Australia gov
<b>NGOs:</b> low back pain Australia org	<b>NGOs:</b> low back pain Australia org
<b>Consumer organisations:</b> low back pain Australia consumer reports	<b>Consumer organisations:</b> low back pain Australia consumer reports
<b>Hospitals:</b> low back pain Australia hospital	<b>Hospitals:</b> low back pain Australia hospital
<b>Universities:</b> low back pain Australia university	<b>Universities:</b> low back pain Australia university
<b>Professional associations/societies:</b> low back pain Australia professional societies	<b>Professional associations/societies:</b> low back pain Australia professional societies
Canada ( <a href="http://www.google.ca">www.google.ca</a> )	
<b>Government:</b> low back pain Canada gov	<b>Government:</b> low back pain Canada gov
<b>NGOs:</b> low back pain Canada org	<b>NGOs:</b> low back pain Canada org
<b>Consumer organisations:</b> low back pain Canada consumer	<b>Consumer organisations:</b> low back pain Canada consumer
<b>Hospitals:</b> low back pain Canada hospital services	<b>Hospitals:</b> low back pain Canada hospital services
<b>Universities:</b> low back pain Canada university	<b>Universities:</b> low back pain Canada university
<b>Professional associations/societies:</b> low back pain Canada association society	<b>Professional associations/societies:</b> low back pain Canada association society
New Zealand ( <a href="http://www.google.co.nz">www.google.co.nz</a> )	
<b>Government:</b> low back pain New Zealand govt	<b>Government:</b> low back pain New Zealand govt
<b>NGOs:</b> low back pain New Zealand org	<b>NGOs:</b> low back pain New Zealand org
<b>Consumer organisations:</b> low back pain New Zealand consumer	<b>Consumer organisations:</b> low back pain New Zealand consumer
<b>Hospitals:</b> low back pain New Zealand hospital	<b>Hospitals:</b> low back pain New Zealand hospital
<b>Universities:</b> low back pain university ac.nz	<b>Universities:</b> low back pain university ac.nz
<b>Professional associations/societies:</b> low back pain New Zealand Society	<b>Professional associations/societies:</b> low back pain New Zealand Society
South Africa ( <a href="http://www.google.co.za">www.google.co.za</a> )	
<b>Government:</b> low back pain South Africa gov.za	<b>Government:</b> sciatica pain South Africa gov.za

**NGOs:** low back pain South Africa org.za

**Consumer organisations:** low back pain Africa consumers

**Hospitals:** low back pain hospital Africa .za

**Universities:** low back pain South Africa university

**Professional associations/societies:** low back pain South Africa professional association

United Kingdom ([www.google.co.uk](http://www.google.co.uk))

**Government:** low back pain gov.uk

**NGOs:** low back pain uk org

**Consumer organisations:** low back pain uk consumer reports

**Hospitals:** low back pain uk hospital

**Universities:** low back pain uk university

**Professional associations/societies:** low back pain uk association society

United States ([www.google.com](http://www.google.com))

**Government:** low back pain .gov usa

**NGOs:** low back pain org usa

**Consumer organisations:** low back pain consumer usa

**Hospitals:** low back pain hospital usa

**Universities:** low back pain U.S university health services

**Professional associations/societies:** low back pain U.S association society

**NGOs:** sciatica South Africa org.za

**Consumer organisations:** sciatica Africa consumers

**Hospitals:** sciatica hospital Africa .za

**Universities:** sciatica South Africa university

**Professional associations/societies:** sciatica South Africa professional association

**Government:** low back pain gov.uk

**NGOs:** low back pain uk org

**Consumer organisations:** low back pain uk consumer reports

**Hospitals:** low back pain uk hospital

**Universities:** low back pain uk university

**Professional associations/societies:** low back pain uk association society

**Government:** low back pain .gov usa

**NGOs:** low back pain org usa

**Consumer organisations:** low back pain consumer usa

**Hospitals:** low back pain hospital usa

**Universities:** low back pain U.S university health services

**Professional associations/societies:** low back pain U.S association society

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