

Multimedia Appendix 1: Search combinations using Boolean operators to separate terms related to test service – (online/home/instant/rapid); STIs –(sti/std/chlamydia/gonorrhoea/HIV/syphilis/herpes); and test type –(test/self-test/diagnostic/kit) and the number of services identified from each search using Google.

Boolean search	Term 1 (AND)	Term 2 (AND)	Term 3	Service category		
				Self-testing	Self-sampling	Self-navigated pathology
#1	“online” OR “home” OR “instant” OR “rapid”	“sti” OR “std”	“test”	5	0	6
#2	“online” OR “home” OR “instant” OR “rapid”	“chlamydia” OR “gonorrhoea” OR “HIV” OR “syphilis” OR “herpes”	“test”	4	1	1
#3	“online” OR “home” OR “instant” OR “rapid”	“sti” OR “std”	“test” OR “self-test” OR “diagnostic”	4	1	4
#4	“online” OR “home” OR “instant” OR “rapid”	“chlamydia” OR “gonorrhoea” OR “HIV” OR “syphilis” OR “herpes”	“test” OR “self-test” OR “diagnostic”	5	1	3
#5	“sti” OR “std”	“test” OR “self-test” OR “diagnostic”	“kit”	3	0	1
#6	“chlamydia” OR “gonorrhoea” OR “HIV” OR “syphilis” OR “herpes”	“test” OR “self-test” OR “diagnostic”	“kit”	3	1	2
Total				8	2	7