

Multimedia Appendix 1. Search terms employed on Google

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

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)

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
