Pilot search (10 web links evaluated for method testing) → 10 Google™ searches relating to birth after CS → 50 web links recorded per search → Irrelevant websites excluded (i.e. veterinary or advertising sites)

Websites evaluated on 10 ‘quality’ criteria → Websites ranked by frequency of duplication → Top 48 web links identified

Websites evaluated by 2 researchers → Websites scored in support of VBAC (14 points) or ERCS (10 points) as per RCOG → ‘Additional’ data relating to VBAC/ERCS collected

Scores converted into percentage of available scores and T-tests used to compare means → Poisson regression to assess relationship between ‘quality’ factors & birth mode