Reviewer's report

Title: Does Googling for preconception care result in information consistent with international guidelines? A comparison of information found by Italian women of childbearing age and health professionals.

Version: 1 Date: 14 December 2012

Reviewer: rocco agostino

Reviewer's report:

2) Methods are well described and appropriate, nonetheless:
   a. the authors should better describe the ranking process for the websites they have analyzed
   b. the authors should indicate the p-value level that was considered significant, and if there is any difference in the statistical significance of each variable between the univariate and multivariate analysis.

3) The data seem to be sound nonetheless the authors should:
   a. revise the proportions indicated in the following statement: We found that 60,0% of websites presented commercial links; among them, 68,3% were from women’s search, compared with 51,7% obtained from health professionals' search.
   b. indicate the relevance of the following result: According to the multivariate analysis, correct recommendations were positively associated with presence of a commercial link in the web page for all items except asthma control (aOR 2,734; CI 0,854-8,756; p=0,09), pertussis immunization (aOR 0,989; CI 0,131-7,467; p=0,992), illicit drug cessation (aOR 2,350; CI 0,787- 7,020; p=0,126), physical exercise (aOR 1,127; CI 0,331-3,840; p=0,848), avoiding toxics and pesticides (aOR 1,212; CI 0,235-6,261; p=0,818)

Moreover in Tables the authors should specify the 95% CI

Other major compulsory revisions need to be addressed in the Discussion:
   a. The authors should better declare the main finding of the study at the beginning of the discussion
   b. Please revise discussion about rubella and pertussis to a better integration in the text

4) Once those points are addressed, the manuscript will adhere to the relevant standards for reporting and data deposition.

5) The discussion and conclusions are well balanced and supported by the data.

6) The authors should specifically dedicate a paragraph to the study strengths and limitations.
**Level of interest:** An article of importance in its field

**Quality of written English:** Acceptable

**Statistical review:** No, the manuscript does not need to be seen by a statistician.