Reviewer's report

Title: Development and promotion of a national website to improve dissemination of information related to the prevention of mother-to-child HIV transmission (PMTCT) in Tanzania

Version: 3 Date: 13 October 2014

Reviewer: Anna Gamell

Reviewer's report:

I congratulate the authors for a very well written article. Moreover, as a user of the website, I believe it is worthy to share the experience of developing such resource.

Minor essential revisions:
- Background, 4th paragraph: mention when the MOHSW, NACP and RCH websites were developed.
- Methods, Promotion of the website section: briefly explain what are the “Health Science Insitutes” (public? Private? NGOs?)
- Results and Discussion, 2nd paragraph:
  o Very briefly explain what are “returning visitors”
  o “58% of the visitors came from Tanzania”. Is this figure what you expected? I would expect most users to come from Tanzania, since the website is targeting health workers in Tanzania. Who do you think is visiting the website from outside Tanzania?
- Results and discussion, 7th paragraph: when you explain Figure 3 you do not mention the 6% of “October campaign.
- Results and conclusions, 9th paragraph: The sentence “The MOHSW has reported it now refers people who are looking for PMTCT information to the PMTCT NRC website” is not clear to me, I do not understand it. I suggest rephrasing it.
- Results and conclusions, 11th paragraph: If it is possible, it would be very valuable to include data about the percentage of users from rural settings in Tanzania.
- Tables: it is always good that tables are self-explanatory. In these regards, I suggest to add the meaning of any abbreviation used in a table in the bottom.

Discretionary revisions:
- Background section, 3rd paragraph: consider mentioning that after WHO included Option B+ as a PMTCT in 2012, in the WHO Antiretroviral guidelines Option B+ is the recommended option.

Minor issues not for publication:
- Abstract:
  o Line 21: add “the” before “development, promotion and initial…”
  o Line 22: delete “the” before “prevention of mother-to-child…”
- Background, 3rd paragraph: consider starting “Prevention of perinatal HIV transmission” instead of “Perinatal HIV prevention…”

**Level of interest:** An article whose findings are important to those with closely related research interests

**Quality of written English:** Acceptable

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

**Declaration of competing interests:**
I declare that I have no competing interests.