Reviewer's report

**Title:** Let me Google that for you: a time series analysis of seasonality in internet search trends for terms related to foot and ankle pain

**Version:** 1  
**Date:** 25 February 2015

**Reviewer:** Richard Collier

**Reviewer's report:**

Overall, this is an interesting study utilising a novel methodology to investigate trends based on internet search data. The validity of the data is rightly challenged and may act as a proxy for true incidence/prevalence data. As such, this study does not require major revisions but rather it should be judged as an indicator of what's possible with the tools now available for interpreting population trends from internet use.

The rationale for analysing the search terms used could have been made more robustly and the article written in such as way that conclusions were more obvious to a non-computer literate reader who might not understand the significance of the underscore in terms such as...FOOT_PAIN (although the underscore is missing in the discussion (PLANTAR FASCIITIS)).

There is a word missing from the second sentence in the Results section, 'Ankle Treatment' paragraph which should probably read ...There was insufficient data.. rather than ..There insufficient...

The analysis is very interesting and rightly suggests real possibilities of better understanding or predicting health needs based on internet traffic.

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

**Quality of written English:** Needs some language corrections before being published

**Statistical review:** Yes, but I do not feel adequately qualified to assess the statistics.

**Declaration of competing interests:**

I declare that I have no competing interests