



We submitted the probes to Google AdWords and retrieved Google search data related to the topics.

Total search volume:	1,995,030
Number of search queries:	1,807
Preconception only search volume:	41,490 (2.08%)

Search queries were then manually reviewed and clustered into 255 subjects to help spotting specific issues of interest.



The probes were used to retrieve web pages, which were stored in our database and subsequently filtered.

Retrieved web pages:	15,824
Web pages left after automatic exclusion:	5,717
Web pages were then manually reviewed and classified.	
Web pages selected after manual review:	420
Discussion pages:	151
Information pages:	269
Webpages consistent with ACOG recommendations	115



The information pages we found were analyzed with SharedCount to retrieve the number of Social Networks' interactions.

Data was retrieved for the major Social Networks: Facebook, Twitter, Linkedin, Google Plus and others.

Total sharings	18,033
Sharings per Page ratio	67.0 s/p
Facebook:	16,077 (88.0%)
Linkedin:	1,408 (7.71%)
Twitter:	590 (3.23%)
Google Plus:	181 (0.99%)
Other SNs:	6 (0.03%)

Indicators

Topic's data was normalized and then averaged and used to compare the different indicators we studied.

