**Multimedia Appendix:** Website abbreviation, organisation and target audience of included websites.

| Website abbreviation | Organisation                        | Target Audience            |
|----------------------|-------------------------------------|----------------------------|
| NCSP                 | Australian Government Department of Health | Consumers and Healthcare providers |
| CCA Cervical Screening Consumer Site | Cancer Council Australia | Consumers |
| Health Direct        | Health Direct                       | Consumers |
| Jean Hailes          | Jean Hailes                         | Consumers |
| RACGP                | RACGP                               | Healthcare providers |
| WA CSP               | Government of Western Australia     | Consumers |
| NSW CSP              | Cancer Institute NSW Government of New South Wales | Consumers and Healthcare providers |
| Victoria CSP         | Government of Victoria              | Consumers |
| CCA\(^b\) Main Site | Cancer Council Australia            | Consumers |
| Queensland CSP (A)   | Government of Queensland            | Consumers |
| Cancer Australia Cervical Cancer | Australian Government Cancer Australia | Consumers |
| Queensland CSP (B)   | Government of Queensland            | Healthcare providers |
| NPS MedicineWise     | NPS MedicineWise                    | Healthcare providers |
| NCSP clinical guidelines | Cancer Council Australia          | Healthcare providers |
| NCSR                 | Australian Government Department of Health | Healthcare providers |

NCSP: National Cervical Screening Program, CCA: Cancer Council Australia Royal Australian College of General Practitioners, CSP: Cervical Screening Program, NPS: National Prescribing Service, NCSR: National Cancer Screening Register.

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