

| Variable                 | Description                                                                 | Coding / unit                                                                                  |
|--------------------------|-----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| webpage_id               | Anonymized webpage identifier                                               | WP001-WP116                                                                                    |
| search_engine            | Search engine used for retrieval                                            | Google or Yandex                                                                               |
| search_term              | Turkish keyword/search phrase                                               | Six manuscript search terms                                                                    |
| rank_position            | Organic search rank position                                                | 1-50                                                                                           |
| high_visibility          | Included among first 10 organic search results for at least one search term | Yes/No                                                                                         |
| source_type              | Webpage source classification                                               | Private clinic; Private hospital;<br>Professional/university;<br>Commercial portal; News/media |
| authorship_stated        | Named author or responsible author stated                                   | Yes/No                                                                                         |
| references_cited         | Scientific/professional references cited                                    | Yes/No                                                                                         |
| date_stated              | Publication or update date stated                                           | Yes/No                                                                                         |
| disclosure_present       | Disclosure/transparency element coded for JAMA benchmark                    | Yes/No                                                                                         |
| promotional_language     | Advertising or service-promotion language present                           | Yes/No                                                                                         |
| prescription_requirement | Prescription requirement or dentist control mentioned                       | Yes/No                                                                                         |
| antimicrobial_resistance | Antimicrobial resistance mentioned                                          | Yes/No                                                                                         |
| JAMA_score               | Sum of four JAMA benchmark components                                       | 0-4                                                                                            |
| DISCERN_total            | DISCERN treatment-information quality score                                 | 16-80                                                                                          |
| DISCERN_category         | DISCERN interpretation category                                             | Very poor, Poor, Fair, Good, Excellent                                                         |
| GQS                      | Global Quality Scale                                                        | 1-5                                                                                            |
| clinical_alignment_score | Sum of 8 periodontal antibiotic stewardship items                           | 0-8                                                                                            |
| Atesman_readability      | Turkish readability score; higher means easier                              | 0-100                                                                                          |
| Bezirci_Yilmaz_grade     | Estimated education grade level                                             | numeric grade                                                                                  |
| Checklist_items          | Eight binary stewardship indicators                                         | Yes/No                                                                                         |