

1.

	BBB On-Line	Truste	VeriSign	Thawte
Founded	1912	1997	1995	1995
Country	American	American	American	South Africa
Takeover by	-	-	Symantec	Verisign
SSL Seal Offer	No	No	Yes	Yes
Actually Safe	No	No	Maybe	Maybe
Encryptions Level	No Encryption	No Encryption	Up to 256 bits	Up to 256 bits
Trusted Review	13.2%	13.2%	35.6%	6.0%
Price per year	\$576	specific price	\$339	\$499

2.

My Strategy is using costumer review because I think costumer will trust others costumer more than someone they don't know. I will create a trust review system every time that costumer receive our product their will has a chance to win a prize or get a trusted level point if their make a review properly this will motivate them to make a proper review. By using this strategy my website will active all time because costumer will always make a review and that will make my website more trustable.

For me web seals don't effect on my decision at all but I think it's better to have a seal in website. If I can choose seal provider I will choose a provider that actually safe (SSL Certification) because it means technically safe.