is undoubtedly a marathon, not a sprint. The rules are stringent, the competition is callous, and the technical needs are high. Nevertheless, the payoff is tremendous. By building a structurally sound website, publishing reliable and certified **seo forex services** material, website and making top quality backlinks, brands can protect a stable stream of targeted natural traffic. In an industry where acquisition costs by means of paid advertisements continue to escalate, a robust SEO strategy remains the supreme competitive edge.