

## No HTML Required: 5 Free Tools to Help You Build Content Rich Websites

There are so many ways to build a website that sometimes it can be confusing.

The first thing you need to decide when building a website is, what is its primary purpose?

Will you use your site only to build a list, will you provide content, do you want to generate passive income?

These are all questions you want to answer before you begin to build your website.

Once you decide what type of website you want to build, then choose the right tools. This will save you a lot of frustration in building a new website, and it's not really necessary for you to understand HTML in order to build an effective website.

### 1. Landing Pages

Landing page builders are effective if you want to build a list. You can also use them to help you promote on sites like Google Adwords or Overture.

Most of these sites require some type of landing page now because they won't allow you send your traffic directly to an affiliate program.

You can use these tools to help you build landing pages for your pay per click campaigns.

Landing Page Builder - <http://www.landingpagebuilder.com> - Free tool to help you build landing pages.

Google Publisher - <http://www.googlepublisher.com/index.html> - Offers a free and paid version. The paid version allows you to create unlimited pages and add your Google AdSense publisher ID.

### 2. Content Pages

Content will make your site sticky. This is especially effective if you choose to use some type of program like Google AdSense to monetize your site.

The easiest way to make your site sticky is to use articles. Make sure that the articles you choose are valuable to your readers and solve a problem.

You also want to choose keyword rich articles targeted to your market.

Orwell - <http://www.portalfeeder.com/blog/> - Use this tool to search the article directories. It will also format the articles in HTML for you, saving you hours of coding.

### 3. HTML Editors

Choosing the right editor will determine how quickly you can get your site online.

If you don't know how to write HTML, there are editors available to you that will do this for you.

NVU - <http://www.nvu.com> - This site building tool is similar to Dreamweaver or Front Page. You don't need to know HTML to use it. Since it's open source, it's free. You can also use it on MAC and PC.

Easy Web Page Creator - <http://www.easy-web-page-creator.com/> - This free tool will allow you to create web pages with a few clicks of your mouse.

### 4. Content Management Systems

If you plan to build a content rich website, you will find a content management system to be the best choice. With a few clicks of your mouse you can totally change the look of your site.

It's also much easier to add and organize content.

The most important aspects of a content management system are ease of use and search engine friendly.

Open Source CMS - <http://www.opensourcecms.com> - This site allows you to try out all types of content management systems including blogs before you use them.

Since it's open source, they're all free to install and use.

#### 5. Other Scripts

If the thought of creating or writing content makes you crazy, let others create it for you.

The easiest way to add content to your site is to offer an article directory. Then all you have to do is monetize and promote your new site.

Article Dashboard - <http://www.articledashboard.com> - is a free article script you can use to create your own article directory. It's very easy to customize, and very search engine friendly. It also incorporates RSS, as well as email, allowing you to build a list, as well as promote in RSS directories.

Regardless of what solution you choose for building your website, make it search engine friendly, well organized, and rich in content and resources.

Choose your tools before you build your website, and you'll build a better website.

Source: <http://www.articlecircle.com>

#### About the Author

Jinger Jarrett will show you how to market your new website for maximum traffic and sales. Sign up for her new ecourse and get free marketing ebooks. <http://www.jingerjarrett.com/Article-Writing-Ecourse/>