Should You Fix Technical Issues Before Publishing More Content?

Why technical fixes matter before more content

Yes, you should fix technical issues before publishing more content. If a site has crawling errors, slow pages, or broken links, new content may never reach readers, rank well, or hold their attention. Technical SEO problems block the return on every piece of content you invest in. Fixing them first means each new page has a real chance to perform.

Many businesses focus on writing articles, product pages, or blog posts to attract traffic. They pour time into keywords, headlines, and copy. But if search engines cannot crawl and index those pages properly, the content exists in a void. Worse, visitors who do land on a slow or broken site are likely to leave quickly, which signals low quality to search engines. Spending money and effort on content that never gets seen is wasteful. Prioritising technical fixes protects that investment.

What technical issues affect content performance

Crawling and indexing problems

Search engines send bots to crawl your site and add pages to their index. If those bots hit blocked resources, redirect loops, or pages that take too long to load, they may stop crawling early. Some pages may never enter the index. A common cause is an accidental "noindex" directive on important pages or a robots.txt file that blocks key sections. Checking crawl reports in Google Search Console shows you which pages were seen and which were skipped. Fixing those blocks should come before you add more pages that might face the same fate.

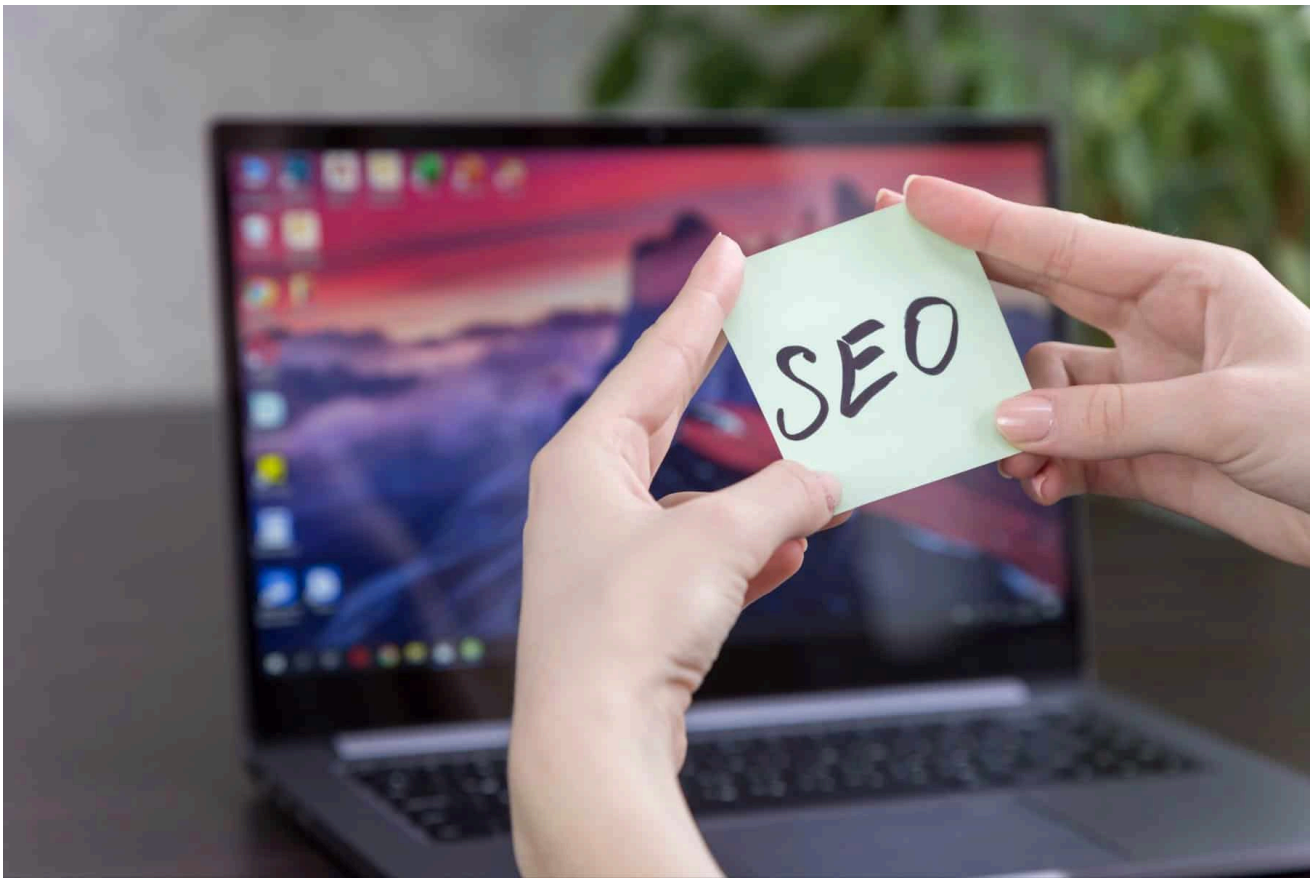
Site speed

Page load time directly affects user experience and rankings. A slow site discourages reading, increases bounce rate, and hurts conversion. Content on a sluggish page rarely gets a fair trial. Tools like PageSpeed Insights can highlight specific problems: large images, unoptimised code, excessive redirects, or server response delays. Addressing those issues first means every new page loads quickly, giving readers a better experience and search engines a positive signal.

Mobile usability

More than half of web traffic comes from mobile devices. If your site is not fully usable on a phone, with tiny text, unclickable buttons, or content that shifts off-screen, visitors will leave.

Search engines also use mobile-first indexing, meaning they evaluate your site based on its mobile version. A mobile-friendly design is not optional. Before adding new content, ensure your layout works on small screens, text is readable without zooming, and navigation is easy. A simple test on your own phone can reveal obvious problems.



Broken links and redirects

Broken links frustrate users and waste crawl budget. When a search bot or a visitor clicks a link that leads to a 404 error, they hit a dead end. If your site has many broken links, search engines may see it as neglected, reducing its trust. Fixing or redirecting those broken links before you publish new content keeps visitors moving through your site and helps bots discover your fresh pages. Regular checks with a tool like Screaming Frog or a plugin can catch broken links early.

Structured data and canonical tags

Structured data (schema markup) helps search engines understand your content and display rich results like star ratings, product prices, or event dates. Without it, you miss opportunities to stand out in search results. Canonical tags tell search engines which version of a page is the original when duplicate content exists. Misconfigured canonicals can cause search engines to ignore your preferred page. Before adding more content, review your structured data and canonical tags to ensure they support, not undermine, your new pages.

XML sitemap

An XML sitemap tells search engines which pages on your site exist and are important. If your sitemap is outdated, missing new pages, or includes blocked URLs, search engines may not discover your content efficiently. Keep your sitemap up to date and submit it via Search Console. This simple step helps ensure that every new article or product page gets noticed quickly, but it only works if the underlying technical issues are already resolved.

When it makes sense to publish content first

There are situations where publishing content before a full technical audit is reasonable. For a brand-new site, getting some pages live can help search engines start learning about your business. A few well-written pages can begin attracting traffic while you work on speed and mobile improvements. Likewise, if a critical business event requires immediate content, a product launch, a seasonal promotion, or a press announcement, waiting for perfect technical health may cost more than it saves. In such cases, publish the content, but schedule the technical fixes for the same week. Do not let the backlog grow.

Another scenario: if your technical issues are minor and isolated, you can fix them as you go. A couple of broken links or a missing meta description are not reasons to halt content production entirely. The risk comes when problems are systemic, widespread slow pages, site-wide indexing blocks, or a fundamentally broken mobile experience. Those must be addressed before you add more content on top of a shaky foundation.

How to decide what to fix first

Start with a technical SEO audit. Use free tools like Google Search Console, PageSpeed Insights, and the Mobile-Friendly Test to identify issues. List them by severity. Issues that stop crawling or indexing, like a "noindex" tag on your homepage or a server error on your blog, are critical. Issues that degrade experience, such as slow images or unoptimised code, come next. Fix the critical blockers first, then work through the experience issues. Once those are resolved, you can publish new content with confidence.



Consider the cost of delay. If your site is already ranking for some terms and earning traffic, fixing technical issues can improve those rankings and increase conversions. The return on that fix may be higher than the return from a new article. On the other hand, if your site is new and has no traffic, publishing some content can help you learn what works, as long as you do not ignore the technical side for too long.

Ongoing maintenance matters

Technical SEO is not a one-time fix. Sites change: plugins update, content gets reorganised, new pages appear, old pages break. A regular schedule of checks, monthly or quarterly, keeps your site healthy. When you plan a content push, run a quick technical check first. That way,

every new page has the best chance to perform. A site like peakdistrictseo.co.uk offers guidance on technical SEO for small and medium businesses, helping you identify and fix issues before they hurt your content investment.

In practice, the decision is a balance. If your technical issues are minor and you have urgent content needs, publish and fix quickly. If your issues are major, your site is slow, not mobile-friendly, or has crawling errors, fix them first. Content built on a broken foundation wastes both the effort to create it and the potential it could have delivered. A small investment in technical health pays back in better rankings, happier visitors, and more effective content marketing. For businesses in Derby and surrounding areas, resources like peakdistrictseo.co.uk can help you assess where your site stands and what to prioritise.