

Navigating Footer Link Groups and Secondary Destinations

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Finding the footer areas visitors use at the bottom of the page

On public pages in **Sherkety ERP & Website Platform**, the footer appears at the very bottom of the page after the main content sections. If you have been reading a service page, an ERP app page, a company type page, or a contact-focused page, scroll down until the main content ends. The footer gives you another set of navigation choices without needing to return to the top menu.

The footer is easiest to understand as two parts:

- A **main footer area** with grouped links
- A **lower secondary row** with additional navigation items and supporting links

[SCREENSHOT: footer showing grouped link columns above a lower secondary link row]

In the main footer area, visitors usually see links organized into clear groups rather than one long list. These groups help you quickly spot the kind of destination you want. In Sherkety ERP & Website Platform, the footer supports several common destination types:

- **Company links** for business information and brand-related pages
- **Policy links** for privacy, terms, and other trust or compliance pages
- **Social destinations** that lead to the company's public channels outside the website
- **Secondary navigation links** that continue browsing from the bottom of the page

This matters when you finish reading and want your next step to feel natural. Instead of scrolling back to the header, you can move directly from the footer to another useful page.

The interaction pattern is simple:

- **Text links** in the footer usually open another page within Sherkety ERP & Website Platform
- **Social icons** or labeled social links usually take you to an external destination

If you already understand how top navigation works from [Understanding Service and ERP Menu Paths](#), think of the footer as the follow-up navigation area for visitors who have reached the end of a page and want to keep exploring.

Using company and policy link groups to reach core information pages

The footer in **Sherkety ERP & Website Platform** separates business information from legal and trust information so you can choose the right destination faster. When you look across the grouped footer links, start by finding the heading that covers **company-related pages**. This group is where visitors go when they want to learn more about the business behind the services or ERP offering.

Company links typically lead to pages such as:

- **About**
- **Contact**
- **Careers**
- Other business information pages presented as corporate or brand destinations

Use these links when your goal is to understand who Sherkety is, how to reach the team, or whether the business looks established and credible.

A separate **policy links** group helps with a different type of question. Instead of marketing or company background, these links focus on privacy, terms, cookies, and similar pages that explain rules, data handling, and visitor rights. This separation is helpful because policy pages are usually not part of promotional browsing. Visitors often look for them when they want reassurance before submitting a form or sharing information.

Grouped headings make the footer much easier to scan. Rather than reading every link one by one, you can first choose the heading that matches your purpose:

- Pick a **company** heading when you want brand research or contact details
- Pick a **policy** heading when you want legal, privacy, or trust-related information

[SCREENSHOT: footer columns with separate company and policy headings]

This distinction is especially useful on service-oriented pages. For example, after reviewing accounting services or ERP modules, you might use a company link to learn more about Sherkety itself, or use a policy link to review privacy information before sending an inquiry. The footer keeps those two tasks separate so you do not have to guess which link is meant for business background and which one is meant for legal information.

Opening social destinations from the footer

The footer in **Sherkety ERP & Website Platform** may also include a social links area. These links can appear as recognizable social media icons, text labels, or a small grouped section placed alongside the company and policy links. Unlike the other footer links, social destinations do not keep you inside the website. They send you to Sherkety's public presence on external platforms.

[SCREENSHOT: footer social icons or labeled social links]

Use the social area when you want to check activity that is better shown outside the website, such as:

- Recent updates
- Public posts or announcements
- Community engagement
- Broader brand presence across public channels

This makes social links different from company pages. A company page inside the website gives you structured information such as who Sherkety is or how to get in touch. A social destination is more useful when you want to see current public activity or how the brand presents itself in a live, ongoing way.

When you click a social link, expect a change in context:

- You may leave the Sherkety ERP & Website Platform website
- The destination will use the branding and layout of the social platform you selected
- The page content will usually be organized according to that platform's feed or profile format

If a link opens somewhere that looks different from the website's usual design, that is normal for social destinations. The footer is intentionally mixing internal navigation and external brand channels in one place, but the visual style of the destination will tell you which type you opened.

Choose social links when you want a quick sense of recent activity. Choose company or policy links when you need formal information, contact details, privacy terms, or other content that belongs on the main website. That difference helps you avoid opening an external page when what you really wanted was a standard information page inside Sherkety ERP & Website Platform.

Following secondary navigation links after finishing a page

Below or near the main footer groups, **Sherkety ERP & Website Platform** can include a secondary navigation area. This is not the same as the main header menu. The header is designed for top-level discovery at the start of browsing, while secondary footer navigation is meant for continuation after you have already finished a page.

When you reach the bottom of a page, this lower navigation area gives you a practical next move. Instead of scrolling back up, you can pick another destination directly from the footer. This is especially useful on long pages such as ERP app overviews, company type guidance pages, or detailed service pages.

Secondary footer navigation often supports flows like these:

1. You finish reading a product or service page.
2. You scroll into the footer.
3. You choose a nearby link to continue with a related destination, company page, or policy page.

This pattern works well for two common visitor behaviors:

1. Exploratory browsing

A visitor comparing ERP modules or business services may use the footer to continue into another area without restarting from the homepage or header menu.

2. Trust-checking browsing

A visitor who is close to contacting Sherkety may use the footer to confirm company details, privacy information, or terms before taking action.

[SCREENSHOT: lower footer row with secondary navigation links beneath main footer groups]

The key difference from primary navigation is intent. Header navigation helps you discover the site structure. Footer secondary navigation helps you decide what to do next after consuming content. It is a continuation tool, not just a duplicate menu.

If you are evaluating pages from the bottom upward, the footer becomes a reliable handoff point: from content, to reassurance, to the next destination. That makes it especially useful for visitors who read full pages before deciding whether to explore more, contact the business, or review legal details.

Choosing the right footer destination for different visitor goals

The footer in **Sherkety ERP & Website Platform** works best when you match the link group to your actual goal. If you treat every footer link as the same kind of destination, you may end up on the wrong page. A quick decision based on link type makes browsing much smoother.

Use this guide when deciding where to click:

Visitor goal	Best footer area to use	Why it fits
Validate the business behind an ERP product	Company links	These pages help you review who Sherkety is before moving deeper into sales or contact paths
Review privacy or trust details before sending an inquiry	Policy links	These pages focus on privacy, terms, cookies, and similar legal information
Check recent public activity or brand presence	Social destinations	These links lead to external channels where updates and public engagement are easier to see
Keep browsing after reaching the bottom of a page	Secondary navigation	These links help you continue without returning to the header

For a **prospective ERP buyer**, company links are often the best next step after reading about modules such as HR, Sales & CRM, Reporting, or Accounting. They help confirm the business behind the offering before you move toward contact or comparison pages.

For a **business services visitor**, policy links are often more important near decision points. If you are about to submit a form or share details, privacy and terms pages can answer trust-related questions quickly.

Use **social destinations** when your goal is not static information but current visibility. If you want to see public updates, announcements, or how active the brand appears, social links are the better fit.

Use **secondary navigation** when you simply need momentum. You reached the bottom of the page, you want another destination, and you do not want to scroll back to the top. The footer is built for exactly that moment.

Fixing common problems when footer links do not lead where expected

If a footer link in **Sherkety ERP & Website Platform** does not take you where you expected, the issue is often about link type, grouping, or visibility rather than the footer itself being hard to use. Start by checking which footer area you selected.

If a **company** or **policy** link opens an unexpected page, first compare the link label with the page you landed on. A company link should lead to business information, while a policy link should lead to privacy, terms, cookies, or similar trust content. If the result feels wrong, you may have clicked a nearby secondary navigation link instead of the main grouped link above it.

If a **social link** seems broken or missing, look carefully at the footer layout:

- Check whether the social area is shown as icons, text labels, or both
- Confirm the social section is visible and not being confused with company links
- If an icon is missing, the external destination may not be available in the current footer setup

[SCREENSHOT: footer with company, policy, social, and lower navigation areas clearly marked]

If visitors cannot find legal information quickly, the problem is usually scanning, not reading. Policy links should appear under a clear heading and should not be mixed into company information. When privacy or terms links are visually separated, they are much easier to find at a glance.

If the footer feels crowded on long pages, review whether the link types are visually distinct:

- **Company links** in one group
- **Policy links** in another group
- **Social destinations** in their own area
- **Secondary navigation** placed separately beneath or beside the main groups

When these areas are clearly separated, the footer becomes much easier to use. If you are still unsure whether a page belongs in the footer or the main navigation,

compare this behavior with the earlier guidance in [Understanding Service and ERP Menu Paths](#), which explains how top-level browsing differs from end-of-page navigation.

Overview

This page of the footer in **Sherkety ERP & Website Platform** is best understood as a navigation safety net for visitors who have already finished reading. Instead of returning to the top of the page, you can continue browsing from the bottom using grouped destinations that serve different purposes.

The footer is organized around four practical destination types:

- **Company links** for business background and contact-oriented pages
- **Policy links** for privacy, terms, cookies, and similar trust content
- **Social destinations** for external public channels
- **Secondary navigation** for continuing to another page after reaching the end of the current one

These groups matter because they support different visitor intentions. Someone researching Sherkety as a business will usually start with company links. Someone checking whether it is safe or appropriate to submit an inquiry will often look for policy links. Someone evaluating public activity may prefer social destinations. Someone who simply wants to keep moving through the site can use the lower secondary navigation area.

The main benefit of the footer is speed at the end of a page. It reduces the need to scroll back to the header and gives you a clear next step based on what you need most: more information, more trust, more public visibility, or another browsing path.

If you need a visual way to tell where you are before using the footer, pair this guide with [Understanding Breadcrumbs and Page Location](#). If you want help recognizing how links inside page sections guide you forward before you even reach the footer, continue with [Following Navigation Cues Within Public Page Layouts](#).

Prerequisites

You do not need an account to use footer navigation on the public website in **Sherkety ERP & Website Platform**, but a few basics will make this guide easier to follow:

- You should be able to open any public page, such as a service page, ERP app page, company type page, or homepage section
- You should know how to scroll to the bottom of a page to reach the footer
- It helps if you already understand the difference between top navigation and page-end navigation from [Using Header Menus and Footer Links](#)
- It also helps if you have already reviewed [Understanding Service and ERP Menu Paths](#), since this guide does not repeat how service and ERP menu routes work from the header

Before using the footer, keep these expectations in mind:

- **Text links** usually keep you inside Sherkey ERP & Website Platform
- **Social links** may take you to an external destination
- **Grouped headings** help you choose the right type of page without reading every link individually
- **Secondary navigation** is most useful after you finish a page and want to continue browsing immediately

If you are reading on a smaller screen, the footer groups may stack vertically instead of appearing in side-by-side columns. The purpose stays the same: company information, policy pages, social destinations, and lower follow-on navigation remain separate so you can still scan them quickly.