

Understanding Footer Navigation and Secondary Links

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Finding Secondary Destinations in the Footer

In **Sherkety ERP & Website Platform**, the **footer** is the navigation area at the very bottom of a public page, below the main content. After you scroll past page sections such as services, ERP details, company guidance, contact content, or FAQs, you reach this lower navigation area. The footer is useful when you want pages that support your decision-making but are not always highlighted in the top menu.

Unlike the main header, which usually helps you move toward major destinations such as services, ERP pages, or contact actions, the footer gathers **secondary links** in one place. These links are especially helpful when you want background information before taking action. For example, a visitor comparing ERP options may scroll to the footer to look for company details, policy pages, or social channels before requesting a demo. A business services visitor may do the same before using a contact form or exploring registration-related pages.

You will typically use the footer for destinations such as:

- **Company information links** that help you understand who is behind the website
- **Informational or policy pages** that provide supporting details
- **Social media links or icons** that lead to the company's public profiles
- **Secondary navigation paths** that are useful after you finish reading the main page

This area is less about product discovery and more about **trust, validation, and follow-up research**. If you have already worked through service and ERP menu paths, see [Following Service and Erp Navigation Paths](#). The footer complements those routes by giving you another way to continue browsing without returning to the top navigation.

[SCREENSHOT: Footer area at the bottom of a public page showing grouped link sections and social icons]

Using Grouped Footer Link Columns to Reach Key Pages

Footer links in **Sherkety ERP & Website Platform** are typically arranged in **grouped sections or columns**. This layout helps you scan related links together instead of reading one long list. When you reach the bottom of the page, look across the footer for clusters of links that belong to the same topic. One group may focus on company-related pages, while another may point to informational or policy content, and another may include social destinations.

This grouped layout makes the footer easier to use because you can quickly decide where to look:

- Use one link group for **company background**
- Use another for **supporting information or policies**
- Use the social area for **external company profiles**
- Ignore static text that is present only for reference

Not every item in the footer is meant to be clicked. Some text may simply show company details or page-ending information. A clickable footer item usually appears as a **text link** or a **social icon**. If the item looks like plain informational text and does not behave like a link, treat it as reference content rather than navigation.

To open a secondary page, click the text link inside the relevant footer group. This takes you directly to the selected destination without needing to reopen the main menu. That is especially helpful when you are already at the bottom of a long page and want to continue browsing from there.

Grouped footer links are useful for pages that support your decision but are not the main focus of the site. Instead of returning to the header, you can move directly to lower-priority destinations such as:

- Company background pages
- Informational pages
- Policy-related pages
- External social channels

[SCREENSHOT: Grouped footer columns with one clickable text link highlighted]

Opening Company Information from the Footer

When you want to learn more about the business behind the website, start in the **company-related footer group**. In **Sherkety ERP & Website Platform**, this group

helps you move from product or service browsing into company validation. After scrolling to the footer, scan the grouped links for items that point to company background, organization details, or general business information.

Click the company-related link to open the page that explains more about who provides the services or ERP offering. This is a common step for visitors who are comparing providers and want more than feature lists or pricing summaries. Instead of staying only on service pages, they use the footer to confirm the business context behind what they are reading.

Prospective ERP buyers often use company pages to look for signs such as:

- **Credibility** — whether the business presents itself clearly and consistently
- **Service scope** — whether the company appears to cover the areas they need
- **Business context** — whether the company's focus matches their organization's goals
- **Trust signals** — whether the public information feels complete and professional

Business services visitors often follow the same pattern. Before moving deeper into registration, accounting, or package-related pages, they may want to confirm who is offering the service. The footer is a practical place to do that because it stays available across public pages and does not require you to reopen the primary navigation.

If you are already comparing services, this footer path works well as a quick credibility check. You can review the company page, then return to service or ERP pages with more confidence about the provider behind them.

[SCREENSHOT: Footer company link leading to a company information page]

Following Social Links from the Footer

The footer in **Sherkety ERP & Website Platform** may also include **social media icons** or labeled social links. These appear alongside other secondary navigation items and give you a way to view the company's public presence outside the website. When you see a recognizable social icon, treat it differently from a regular footer text link.

A standard footer text link usually opens another page within the Sherkety website. A social icon, by contrast, may take you to an **external destination** such as a public company profile on a social platform. In many cases, this may open in a **new browser tab or window**, allowing you to keep the Sherkety site open while checking the external profile.

Visitors often use footer social links for reasons such as:

- Confirming that the company has an active public presence
- Looking for updates, announcements, or recent activity
- Checking whether branding is consistent across channels
- Validating that the business appears established beyond its website

After clicking a social icon, check a few simple details before continuing:

- Does the destination match the **platform shown by the icon**?
- Does the profile appear to belong to **Sherkety**?
- Is the **branding consistent** with the website you came from?
- Does the page look like an official company presence rather than an unrelated account?

If the social destination looks correct, you can continue browsing there or return to the original website tab to keep exploring services, ERP pages, or contact options. Social links are especially useful when you want a broader sense of the company's public activity before taking the next step.

[SCREENSHOT: Footer social icons with one icon selected and the external profile opened in a new tab]

Choosing the Right Footer Path for Your Visit

The footer is most useful when your goal is **verification**, **background research**, or **secondary browsing** rather than first-time product discovery. In **Sherkety ERP & Website Platform**, the main navigation is better for reaching major pages quickly, while the footer helps you continue your visit through supporting destinations once you have already reviewed the main content.

Choose your footer path based on what you need next:

- Use **company links** when you want background information about the business
- Use **informational or policy links** when you need supporting details
- Use **social links** when you want to confirm public activity and brand presence
- Use grouped footer links when you want to keep browsing from the bottom of the page without returning to the header

For prospective ERP buyers, the footer is especially helpful near the end of an evaluation session. After reading ERP pages, app details, or package information, you may want to confirm company legitimacy before requesting a demo or starting a

conversation with sales. In that situation, footer company links and social links provide a quick trust check.

For business services visitors, the same pattern applies. You might begin by exploring service pages, then use the footer to confirm who provides those services and whether the company has a visible public presence. This is often the step between interest and action.

If your goal is still to compare major offerings or move between primary sections, the top navigation remains the better choice. But if you are already at the bottom of a page and want supporting information, the footer is the faster route.

Common Issues When Using Footer Navigation

Most footer links are straightforward, but a few common issues can make them harder to use. In **Sherkety ERP & Website Platform**, the easiest fix is usually to slow down and check whether you are selecting a real link, the correct icon, or the right footer group.

If a footer link does not respond, first check whether the item is actually clickable. Some footer content is only there for reference, such as company details or page-ending text. A real link usually appears as a text item within a grouped section or as a social icon. If nothing happens when you select it, try another item in the same group to confirm which elements are navigation and which are static text.

If a social link opens an unexpected destination, compare the icon you clicked with the page that opens. Make sure the platform matches the icon and that the destination profile clearly belongs to the same company. If the branding or account name looks unrelated, return to the website and try a different footer icon.

If you cannot find company information in the footer, scan every grouped section before assuming it is missing. Company pages are sometimes placed under a broader informational group rather than a section labeled only for company details.

On mobile, the footer can be harder to scan because link groups may appear stacked vertically. In that case:

- Scroll fully to the bottom of the page
- Move through each stacked footer section one at a time
- Look for text links first, then social icons
- If sections appear collapsed or tightly stacked, expand your view and continue scrolling carefully

When the footer feels crowded, focus on the group labels and clickable text rather than trying to read everything at once.

Overview

Use the footer in **Sherkety ERP & Website Platform** when you need destinations that support your decision instead of leading your first exploration. The footer sits below the main page content and collects **secondary links** in one place, making it useful after you finish reading a page and want more context before taking action.

The most important footer patterns to recognize are:

- **Grouped link columns** that organize related destinations together
- **Company information links** that help you evaluate the business behind the site
- **Informational or policy links** that provide supporting details
- **Social icons or labeled social links** that lead to external company profiles

This part of the site is especially helpful for two types of visitors:

- **Prospective ERP buyers** who want trust signals, company background, and public presence before requesting a demo
- **Business services visitors** who want to confirm who provides the service before moving deeper into contact or package-related pages

A good way to use the footer is to match your goal to the right destination:

- Choose a **company page** for business background
- Choose a **social link** for public activity and brand validation
- Choose an **informational page** for supporting details
- Use the footer instead of the header when you are already at the bottom of a page and do not want to scroll back up

If you need a broader refresher on where footer links fit within the site structure, see [Using Header Menus and Footer Links](#) and [Navigating Footer Link Groups and Secondary Destinations](#).

Prerequisites

Before using footer navigation in **Sherkety ERP & Website Platform**, you only need to be on a **public website page** where the footer is visible. You do not need to sign in to the admin area to use these links. The footer is part of the public browsing

experience and appears after the main content on pages related to services, ERP information, company guidance, and other visitor-facing content.

To follow this guide successfully, make sure you can do the following basic actions:

- **Scroll to the bottom of a page**
- **Recognize clickable text links**
- **Identify social media icons**
- **Open a page and return to the previous one if needed**

It also helps if you already understand the site's primary navigation patterns. If you need that context, review [Using Header Menus and Footer Links](#), [Using Mobile and Desktop Navigation Patterns on the Public Site](#), and [Following Service and Erp Navigation Paths](#).

Keep these expectations in mind before you begin:

- The footer is for **secondary destinations**, not the main product paths
- Some footer content is **informational text**, not a clickable link
- Social icons may open an **external page**
- On mobile, footer groups may appear **stacked** and require more scrolling

If you are ready to continue learning how these paths connect across the wider public site, the next guide is [Understanding Navigation Paths Across Public Pages](#).