

# Understanding Homepage Section Flow and Visitor Priorities

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## Scanning the homepage from the top navigation to the first call to action

When you first open the homepage in **Sherkety ERP & Website Platform**, start with the header area at the top of the page. This is where visitors usually see the **logo**, the main navigation links, and one or more action buttons that lead to the next step. The logo acts as a home link, so if you move to another page and want to return, click the logo in the header.

The main navigation helps you quickly decide whether you want to explore ERP products, business services, company information, or contact options. If you already reviewed the team and ecosystem areas, keep that context in mind from [Viewing Team and Ecosystem Highlights](#), but stay focused here on the order in which a new visitor reads the page.

Just below the header, the first large block is the **hero section**. This is the top banner area with the main headline, supporting text, and the first prominent button. At a glance, this section answers three basic questions:

- What does Sherkety offer?
- Is this for businesses looking for ERP software, business services, or both?
- What should I click first?

Look closely at the first visible buttons. Their labels tell you the intended path. A button related to a demo, ERP, or product exploration points you toward software evaluation. A button related to contact, consultation, or getting started points more toward speaking with the team about services.

[SCREENSHOT: Homepage header with logo, main navigation, and first hero call-to-action button]

Before scrolling, use the top section to make an initial choice:

- **Explore ERP** if you want to compare modules and product capabilities

- **Reach out for services** if you need company setup, accounting, or business support
- **Keep scrolling** if you are still deciding which path fits you best

## Understanding how the hero section positions ERP and business services

The **hero section** is the homepage's first major message, and it is designed to help two different visitor types orient themselves quickly. Visually, this section usually includes a large **headline**, a short **subheadline or supporting line**, a paragraph or short block of explanatory text, and a **primary button** that stands out more than the surrounding links.

Read the headline first. It gives the broad promise of what **Sherkety ERP & Website Platform** offers. Then read the supporting text directly underneath. This is where the page usually clarifies whether the focus is on digital business operations, company support services, or a combination of both. The primary button is the strongest signal of what the page wants you to do next.

If you are a **Prospective ERP Buyer**, look for wording that points to:

- ERP modules
- product features
- business management tools
- demo or trial actions

If you are a **Business Services Visitor**, look for wording that points to:

- company registration
- accounting support
- consultation
- service inquiries or direct contact

This distinction matters because the hero may speak to both audiences in one shared message. The fastest way to interpret it correctly is to compare the main button label with the nearby supporting text. If the button suggests product exploration, follow that route. If it suggests speaking with the team, use that as your service path.

Near the hero, you may also see trust-building content such as short proof statements, brand indicators, or quick credibility cues. These are not the main navigation tools, but they help confirm that the offer is established and business-

focused. For a deeper look at the opening message itself, see [Understanding the Homepage Hero and Primary Actions](#).

[SCREENSHOT: Hero section showing headline, supporting text, and primary action button]

## Reading the middle sections to compare offerings and fit

Once you move below the hero, the middle part of the homepage helps you compare what **Sherkety ERP & Website Platform** actually offers. These sections are where the page shifts from a broad promise to more specific choices. You may see blocks arranged as **cards**, **columns**, **feature lists**, or grouped content sections with headings and buttons.

These middle sections are useful when the hero caught your attention but did not fully answer which path fits your business. Read the section headings first. They usually tell you whether the block is about ERP capabilities, startup support, accounting help, service packages, or another business offering. Then scan the button labels under each block. The label often tells you where the click will take you next.

Use these visual cues to compare options:

- **Cards** usually separate different offerings into easy-to-scan choices
- **Columns** help compare categories side by side
- **Icon lists** highlight benefits or included features
- **Feature grids** help ERP buyers understand module coverage at a glance

As you scroll, ask yourself one question: “Am I trying to buy software, get implementation help, or solve a broader business services need?” The middle sections are designed to answer that.

A few practical reading habits help here:

1. Read the section title before reading the paragraph text.
2. Check the button label under each block.
3. Click only when the heading and button both match your goal.

For example, a block that emphasizes ERP apps or business operations is likely a product path. A block centered on setup, accounting, or advisory support is more likely a services path. If you want more detail on package and value-focused homepage content, use [Reviewing Startup Package and Value Sections](#).

[SCREENSHOT: Mid-page homepage cards or feature blocks with separate buttons for different offerings]

## Using proof sections to judge credibility before contacting sales

After the homepage introduces the main offer and presents the core choices, it usually moves into **proof sections**. These are the parts of the page that help visitors feel confident before they click **Contact**, request a demo, or move deeper into a product or services page. In **Sherkety ERP & Website Platform**, this proof can appear as customer quotes, trust indicators, partner-style badges, results-focused statements, or linked stories that support the claims made earlier on the page.

The placement matters. Proof sections usually appear **after** the hero and offering sections because most visitors first need to understand what is being offered. Once that is clear, they naturally look for evidence that the company can deliver.

If you are a **Prospective ERP Buyer**, look in these sections for signs such as:

- successful delivery or implementation language
- operational improvement claims
- business growth or efficiency outcomes
- links that suggest deeper product evaluation

If you are a **Business Services Visitor**, look for:

- signs of advisory or delivery credibility
- evidence of hands-on support
- confidence-building statements about service quality
- links that move you toward consultation or inquiry

Use proof sections as a validation step, not as your main way of navigating the homepage. Read them after you already have a likely direction in mind. If a quote, badge, or trust statement supports the path you were considering, that is a good sign to continue.

When a proof section includes a button or link, treat it as a deeper-evaluation option. It may lead to a service page, product detail page, or contact route. For broader trust-focused reading, see [Exploring Homepage Promotions and Trust Content](#).

[SCREENSHOT: Homepage proof section with trust indicators, quote area, or credibility-focused content]

## Choosing the right next step from the lower-page calls to action

By the time you reach the lower part of the homepage, **Sherkety ERP & Website Platform** starts repeating key actions so you do not need to scroll back to the top. These lower-page call-to-action areas are important for visitors who needed more context before deciding. You may see buttons, contact prompts, linked sections, or footer navigation that give you another chance to act.

This part of the page works best when you match the action to your intent:

| Your goal                      | Best next step                                   |
|--------------------------------|--------------------------------------------------|
| Evaluate ERP features          | Use a demo, product, or ERP-related button       |
| Ask about business services    | Use a contact or consultation option             |
| Keep comparing before deciding | Use linked pages in the section blocks or footer |

If you are still unsure, follow this simple decision flow:

1. **Learn more** from the hero and middle sections.
2. **Compare offerings** using cards, headings, and linked blocks.
3. **Review proof** in trust or credibility sections.
4. **Choose an action** based on whether you want software evaluation or service support.

The footer is especially useful if you skipped earlier buttons. It often gives you a fallback path through navigation links, business details, and additional page destinations. Repeated buttons lower on the page are not duplicates by accident—they are there for visitors who needed more information first.

[SCREENSHOT: Lower-page call-to-action area and footer navigation links]

If the top button did not feel right when you first saw it, the lower-page actions give you a second chance to choose more confidently without starting over.

## Avoiding common misreads when deciding where the homepage should take you

A common mistake on the homepage is deciding too quickly based only on the first large headline. In **Sherkety ERP & Website Platform**, the homepage can speak to more than one audience, so the hero alone may not tell the full story. To avoid

choosing the wrong path, confirm your direction with the **section headings**, **card titles**, and **button labels** as you scroll.

If two buttons seem similar, pause and compare the wording before clicking. A button that suggests a demo usually points toward ERP evaluation. A button that suggests contact or consultation is more likely meant for service discussions. Small wording differences matter because they reflect different next steps.

Use this approach when the page feels mixed:

- Read the heading of the current section
- Check the action button directly under that section
- Ask whether it matches your role: ERP buyer or services visitor

Also, do not treat testimonials, logos, or trust statements as your main navigation route. These elements are there to support confidence, not to replace the clearer path shown by section titles and action buttons. If you are still deciding fit, rely more on the offering sections than on the proof sections.

Another easy misread is assuming every repeated button leads to the same kind of page. Repeated actions may appear in different contexts, and the surrounding section usually explains why that action is being offered there. Read the nearby text before clicking.

When in doubt, follow the section whose heading most clearly matches your goal:

- **ERP-related wording** for software buyers
- **service-related wording** for visitors seeking business support

That keeps your homepage journey intentional instead of reactive.

## Overview

This homepage flow is designed to help different visitors sort themselves quickly without forcing them into one path too early. In **Sherkety ERP & Website Platform**, the page starts broad at the top, becomes more specific in the middle, adds confidence-building proof further down, and then repeats the most useful actions near the bottom. Reading the page in that order helps you understand not just what is being offered, but which next step is meant for you.

The top of the homepage answers the most urgent visitor questions first: what Sherkety does, who it helps, and where to click next. The hero gives the first directional push. The middle sections then separate the offer into clearer categories

so you can compare ERP-related content with business services content. Proof sections reinforce credibility once you already understand the choices. Lower-page calls to action then give you a practical route forward without requiring you to scroll back.

This matters because the homepage serves more than one buying journey:

- visitors exploring ERP products
- visitors seeking business services
- visitors still comparing both

If you want to use the homepage effectively, do not read it as one long advertisement. Read it as a sequence of decision points. The header helps you start, the hero helps you orient, the middle sections help you compare, and the lower-page actions help you commit to a next step.

For nearby homepage reading, you can connect this guide with [Viewing Team and Ecosystem Highlights](#), which covers trust and people-focused content that supports the broader homepage journey.

## Prerequisites

You do not need admin access or editing permissions to use this part of **Sherkety ERP & Website Platform**. This guide is for any visitor reading the public homepage and deciding where to go next.

Before using the homepage flow described above, it helps if you already know:

- whether you are mainly looking for **ERP software** or **business services**
- whether you prefer to **contact the team now** or **compare options first**
- which language you want to browse in, if you use the site in more than one language

A few things make this guide easier to follow:

- Open the public homepage in your browser
- Be ready to scroll from the header down to the footer
- Pay attention to section headings and button labels rather than reading only the largest text
- Use internal navigation links when a section clearly matches your goal

If you want more background before focusing on homepage flow, these guides can help:

- [Browsing the Sherkety Public Website](#)
- [Using Header Menus and Footer Links](#)
- [Switching Languages While Browsing the Platform](#)

The next document in this sequence is [Using Homepage Promotions and Package Highlights](#), which focuses on how promotional blocks and package-focused sections influence visitor decisions.