

Understanding Navigation Paths Across Public Pages

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Finding Key Destinations from the Main Header

On public pages in **Sherkety ERP & Website Platform**, the **main header** is the fastest way to reach the site's major destinations. Visitors typically start with the top navigation links such as **Home**, **About**, **Services**, **ERP**, and **Contact**. These labels act as the site's primary path choices, helping you decide whether you want business services, ERP product information, or a direct way to speak with the team.

The header also supports high-intent actions. Depending on the page, you may see prominent buttons that lead to actions such as **Request Demo**, **Start Trial**, or a consultation/contact destination. These buttons are designed for visitors who already know they want to take the next step, so they usually appear more prominently than standard text links.

For menu items like **Services** and **ERP**, the header may open a dropdown when you hover over it on desktop or tap it on smaller screens. Inside these dropdowns, you can move from a broad category to a more specific destination without first opening a general overview page. This is especially helpful when you already know you want a particular service page or ERP module page.

A few header behaviors shape navigation across the whole site:

- **The logo** usually returns you to the **Home** page from anywhere.
- A **sticky header** can stay visible while you scroll, so the main navigation remains available.
- On mobile, a **menu toggle** opens the navigation in a compact panel.
- Nested menu items can reveal deeper links under **Services** or **ERP**.

[SCREENSHOT: Main public header showing Home, About, Services, ERP, Contact, logo, and primary action button]

If you need a refresher on footer-based movement after using the header, see [Understanding Footer Navigation and Secondary Links](#).

Browsing Business Services Through Service Menus

The **Services** menu is the main entry point for visitors exploring Sherkety's business service offerings. From the header, opening **Services** can reveal a dropdown with service categories or direct links to individual service pages. This lets you move from a broad interest—such as company setup, accounting support, or startup-focused help—to a more detailed landing page without extra searching.

Once you open the **Services** menu, look for grouped links, submenu labels, or service names that point to specific offerings. On the general services page, you may also see **service cards** or highlighted sections that summarize each offering and provide a button or linked title. These cards often act as the next step from browsing to evaluating a service in more detail.

After landing on a service page, Sherkety ERP & Website Platform usually continues the journey with page-level navigation elements such as:

- **Breadcrumbs** near the top of the page to help you move back to a higher-level page
- **Buttons** that lead to **Contact**, consultation, or inquiry actions
- **Related service links** that connect similar offerings
- **Footer shortcuts** that provide another route to services, ERP pages, or contact options

This repeated pattern matters because service visitors often compare options before reaching out. A visitor might open **Services** from the header, choose a service category, read a detailed service page, and then use a page button to contact the team. Another visitor may start on a service page from search and use the breadcrumbs or footer to understand where that page fits in the wider site.

For more detail on locating services specifically through menus, see [Finding Services Through Navigation and Service Menus](#).

[SCREENSHOT: Services dropdown menu and a service landing page with cards and contact button]

Exploring ERP Options from ERP Menus and Landing Pages

The **ERP** menu helps visitors move from general product discovery to specific module pages and decision-focused destinations. In Sherkety ERP & Website Platform, this path often starts in the main header with **ERP**, which may open a dropdown showing

links to the ERP overview, app or module pages, and action pages related to evaluation, implementation, or contacting the team.

Inside the **ERP** dropdown, links are commonly grouped by purpose. As you browse, you may find navigation patterns such as:

- **Overview links** for the main ERP introduction
- **Module links** for areas like **Accounting**, **Sales & CRM**, **HR**, **Purchasing**, and **Reporting**
- **Package or pricing-related links** where available
- **Action links** such as **Request Demo**, **Start Trial**, or **Contact**

This grouping helps different visitors move at their own pace. Someone early in the buying process may open the ERP overview first. A visitor who already knows they want workforce tools may go directly to **HR**, while another may jump straight to **Accounting** or **Sales & CRM** from the menu.

Once on an ERP landing page, the navigation usually continues through **feature cards**, **comparison sections**, and **call-to-action buttons**. These page sections guide visitors deeper into the product journey. For example, a visitor may start on the ERP overview page, open a module page from a feature card, compare capabilities in a page section, and then choose **Request Demo** or **Contact**.

ERP pages also tend to cross-link with other decision pages. A module page may point to implementation-related content, package comparisons, or direct contact options. This makes it easier to move from learning about features to taking action without returning to the main menu.

To explore these routes in more detail, see [Using ERP System Landing Pages to Evaluate Offerings](#) and [Evaluating ERP Modules From Catalog to Detail Pages](#).

Using Page-Level Links to Move Between Related Content

Not every navigation path starts in the header. Across public pages in **Sherkety ERP & Website Platform**, **page-level links** help visitors move naturally from one topic to another based on what they are reading. These links appear inside page sections and often provide the most relevant next step without requiring you to reopen the main menu.

Common page-level navigation elements include:

- **Hero buttons** near the top of a page

- **Text links** inside descriptions or promotional sections
- **Linked cards** that open service pages, ERP modules, or comparison pages
- **Breadcrumbs** that show where the current page sits in the site structure
- **Section anchor links** that jump to another part of the same page
- **Footer link groups** for services, ERP content, company pages, and contact destinations

These links often connect related content in a practical way. A service detail page may include a button leading to **Contact** or an inquiry form. An ERP page may include links to implementation content, package comparisons, or a demo request action. A company-type guidance page may lead into related business services or contact options for follow-up.

Page-level links are especially useful when a visitor lands directly on a deep page from search, social media, or a shared link. In that situation, the visitor may not have seen the homepage or main menu first. To regain orientation, they can use:

- **Breadcrumbs** to move up one level
- **The logo** to return to **Home**
- **Related links** in the page body to continue exploring
- **Footer menus** to jump to major site sections

If you want more detail on how page structure supports movement, see [Following Navigation Cues Within Public Page Layouts](#).

[SCREENSHOT: Public page showing hero buttons, breadcrumbs, linked cards, and grouped footer links]

Following Common Visitor Journeys to High-Intent Pages

A useful way to understand navigation is to follow the routes real visitors are likely to take. In **Sherkety ERP & Website Platform**, high-intent pages usually include **Contact**, **Request Demo**, **Start Trial**, and detailed service or ERP decision pages.

A **Prospective ERP Buyer** often follows one of these routes:

- **Home** → **ERP** in the header → ERP overview page → module page such as **Accounting**, **HR**, **Sales & CRM**, **Purchasing**, or **Reporting** → **Request Demo** or **Contact**
- **Home** → hero button or featured ERP section → ERP landing page → comparison or feature section → module detail page → contact action

- **ERP** menu → direct module link → module page → implementation or inquiry action

A **Business Services Visitor** usually follows a similar pattern with different destinations:

- **Home** → **Services** in the header → service category or service page → detailed service content → **Contact** or consultation button
- **Services** menu → direct service link → service detail page → related service or inquiry action
- Search result or shared link → service page → breadcrumbs or related links → contact destination

There are also multiple ways to reach the same final page. A visitor can open **Contact** directly from the header, use a **Contact** button on a service page, choose a **Request Demo** action from an ERP page, or scroll to the footer and use a grouped contact link there.

The shortest route depends on intent:

- Visitors who already know what they want should use the **header** or a visible **primary action button**
- Visitors who are still comparing options often benefit from **dropdown menus**, **linked cards**, and **related sections** inside pages

This is where public navigation becomes less about one fixed route and more about offering several clear paths to the same decision point.

Common Navigation Issues and How to Fix Them

When visitors struggle to move through public pages, the problem is usually not the amount of content but the visibility of the next step. In **Sherkety ERP & Website Platform**, a few common navigation issues can make important pages harder to reach.

If visitors **cannot find ERP pages from the header**, start by checking the visible **ERP** label in the main navigation. On desktop, make sure the dropdown opens clearly when hovered over or selected. On mobile, open the **menu toggle** and confirm that ERP links and nested submenu items are fully visible rather than hidden inside collapsed sections.

If **service pages feel disconnected**, look at the page itself rather than only the header. A strong service page should include:

- **Breadcrumbs** near the top
- A clear **Contact**, consultation, or inquiry button
- **Related service links** for visitors comparing options
- Footer links back to major destinations

If a visitor reaches a **deep page** and sees no obvious next step, use the page's built-in orientation tools. Check whether the **logo** returns to **Home**, whether breadcrumbs are present, and whether the footer includes grouped links to **Services**, **ERP**, company pages, and **Contact**. Deep pages should not feel like dead ends.

For **mobile users**, the biggest issue is often hidden navigation. Open the hamburger-style menu and verify that it exposes:

- **Services**
- **ERP**
- **Contact**
- Any nested submenu links under those sections

If navigation still feels unclear, compare the page's behavior with the patterns described in [Using Header Menus and Footer Links](#) and [Using Mobile and Desktop Navigation Patterns on the Public Site](#). Consistency across header, page body, and footer is what keeps visitors moving.

Overview

Understanding Navigation Paths Across Public Pages focuses on how visitors move through the public-facing side of **Sherkety ERP & Website Platform**. The key idea is that navigation is not limited to one menu. Visitors can begin in the **main header**, continue through **Services** or **ERP** dropdowns, follow **hero buttons** and **linked cards** inside pages, and finish with **Contact** or **Request Demo** actions from several different locations.

This document is most useful when you want to understand how the site's major destinations connect to each other. Instead of looking at one page in isolation, it explains the routes between:

- **Home, About, Services, ERP, and Contact**
- Service overview pages and individual service landing pages

- ERP overview pages and module pages such as **Accounting**, **HR**, **Sales & CRM**, **Purchasing**, and **Reporting**
- Page-level actions such as **Request Demo**, **Start Trial**, consultation, and inquiry buttons
- Footer link groups that provide alternate routes when visitors reach the bottom of a page

You do not need to memorize every route. What matters is recognizing the repeated patterns visitors rely on:

- The **header** for top-level movement
- **Dropdown menus** for category-to-detail navigation
- **Breadcrumbs** and **logo links** for orientation
- **Buttons and linked cards** for next-step actions
- The **footer** for backup navigation and secondary destinations

If you already reviewed [Understanding Footer Navigation and Secondary Links](#), this guide builds on that by showing how header paths, page links, and footer links work together across the full browsing journey.

Prerequisites

You do not need admin access or editing permissions to follow the navigation paths in this guide. This document is written for anyone browsing the public website in **Sherkety ERP & Website Platform**, whether you are a first-time visitor, a returning prospect, or a team member reviewing the public journey.

Before using this guide, it helps to be familiar with a few basic public-site elements:

- The **main header** and its top-level links
- The **footer** and grouped destination links
- Common page actions such as **Contact**, **Request Demo**, and **Start Trial**
- Basic orientation tools like **breadcrumbs** and the **logo** link back to **Home**

You will get the most value from this guide if you have already read:

- [Using Header Menus and Footer Links](#)
- [Understanding Footer Navigation and Secondary Links](#)

Those documents explain the individual navigation elements. This guide connects them into complete visitor paths across public pages.

As you read, it helps to have the public website open so you can test the routes yourself. Try opening the **Services** and **ERP** menus, selecting a page from each, and then using the page body, breadcrumbs, and footer to move somewhere else. That hands-on comparison makes the navigation structure easier to recognize.

The next document in this section is [Using Mobile and Desktop Menus on the Public Site](#), which focuses specifically on how these navigation paths appear in different screen sizes.