

Understanding Public Page Journeys From Homepage to Inquiry

August 25, 2026

Starting from the Homepage

On the homepage in **Sherkety ERP & Website Platform**, most visitors begin with the areas that are easiest to scan first:

- the **top navigation**
- the **hero section**
- featured **service cards**
- **ERP-focused sections**
- the **footer** with contact links

If you already reviewed broader navigation behavior in [Using Public Website Navigation Patterns Across Marketing Pages](#), this section focuses on how those entry points turn into a real visitor journey.

The homepage usually separates two clear goals:

- **business services evaluation**, such as company registration, accounting services, startup support, or related offers
- **ERP solution discovery**, where a visitor wants to understand Sherkety ERP modules, packages, and business software capabilities

This split matters because the page gives different kinds of next steps depending on what a visitor is looking for. A visitor interested in services is more likely to follow a **service card**, a **services menu item**, or a section explaining business support. A visitor interested in software is more likely to choose an **ERP link**, an **ERP apps section**, or a module-related call to action.

The first inquiry triggers often appear early, not only at the bottom of the page. Visitors may see:

- a **hero call-to-action button**
- a **contact** or **consultation** prompt
- links that open a more detailed landing page with inquiry options

- footer contact links for people who want to act immediately

The homepage supports quick scanning. Many visitors move in this order:

- read the main headline and value message
- glance at featured sections
- choose either a **service path** or an **ERP path**
- continue to a dedicated page with more detail and stronger contact prompts

[SCREENSHOT: Homepage showing hero buttons, service cards, ERP section, and footer contact links]

Exploring Service Evaluation Paths

A service journey usually starts from one of two places on the homepage:

- a **service card**
- a **Services** menu option in the header

From there, the visitor lands on a page focused on one offer, such as accounting support, company registration guidance, startup-related help, or another business service. These pages work best when they keep the visitor in one clear flow instead of forcing them to jump between multiple pages.

Service landing pages usually help visitors evaluate an offer through content such as:

- a clear **service description**
- **benefit statements** explaining what the service helps with
- **process explanations** that show how the work happens
- **trust-building sections**, such as credibility content, team highlights, or supporting information

This creates a simple reading pattern. A visitor first asks, “What is this service?” Then, “Is it right for my business?” Finally, “How do I ask about it?”

That final step is where inquiry actions matter. On service pages, visitors are more likely to act when they see contact options placed near the content that answers their questions. Common turning points include:

- an **inquiry button** after the service introduction
- a **consultation prompt** after benefits or process details
- a **contact form link** near the middle or end of the page
- a repeated **contact action** in the footer

Keeping evaluation content and inquiry actions on the same page reduces friction. The visitor does not need to search for a separate contact area after deciding they are interested. They can read, compare, and act in one place.

For deeper examples of service-focused browsing, see [Finding Services Through Navigation and Service Menus](#), [Exploring the Accounting Services Page](#), and [Browsing Company Type Guidance and Registration Content](#).

[SCREENSHOT: Service landing page with benefits section and inquiry button visible before the footer]

Discovering ERP Solutions Through Landing Pages

The ERP journey starts differently from a service journey. Instead of looking for a business support service, the visitor is usually researching software fit. On the homepage, that path often begins through:

- an **ERP link** in navigation
- a featured **ERP solution section**
- a module highlight such as **Accounting, Sales & CRM, HR, Purchasing, or Reporting**
- a campaign-style landing page focused on one ERP topic

Once the visitor enters an ERP page, the evaluation flow becomes more product-focused. These pages typically guide the visitor through a sequence like this:

- a **solution overview** that explains what the ERP offer covers
- **capability highlights** showing what the module or package can do
- **implementation messaging** that helps the visitor picture rollout or adoption
- **business-fit explanations** that connect features to real company needs

This is a more research-driven journey than general service browsing. A service visitor may want quick reassurance and a fast conversation. An ERP visitor often wants to compare options, understand scope, and decide whether a module matches their operations.

That is why ERP pages usually move visitors toward deeper-interest actions such as:

- **Request Demo**
- **Consultation** prompts
- **Contact** actions
- links to more detailed ERP pages or app pages

The goal is not only to get a click, but to help the visitor qualify interest. Someone exploring **Accounting** may continue into pricing or capability details. Someone reading about **HR** may compare employee management, attendance, leave, payroll, recruitment, or analytics content before contacting Sherkety.

If you want a closer look at ERP entry points and product evaluation, continue with [Using ERP System Landing Pages to Evaluate Offerings](#), [Browsing the ERP Apps Catalog](#), and [Evaluating ERP Modules From Catalog to Detail Pages](#).

[SCREENSHOT: ERP landing page showing overview content, module highlights, and demo/contact call-to-action]

Moving from Interest to Contact

Across public pages in **Sherkety ERP & Website Platform**, visitors can move from reading to contacting Sherkety through several action types. The main conversion actions include:

- **contact forms**
- **inquiry buttons**
- **consultation request** prompts
- direct **phone** or **email** links when shown on the page
- footer **contact links**

These actions do not all signal the same level of intent. Some are light-touch actions that help a visitor continue exploring. Others show that the visitor is ready to start a conversation.

A useful way to read the page flow is to separate actions into two groups:

- **Low-commitment actions:** reading more, opening a detailed page, moving from a homepage section into a service or ERP page
- **High-intent actions:** submitting a contact form, clicking a direct inquiry button, requesting a consultation, or choosing a demo-related prompt

Contact actions may appear in several places during the journey:

- in the **hero section** for visitors ready to act immediately
- in **mid-page callouts** after benefits, comparisons, or process explanations
- inside repeated **call-to-action blocks**
- in the **footer contact area** for visitors who scroll through the full page

Each path usually reflects a different visitor need:

- **general questions** often come through broad contact links
- **service qualification** usually follows reading service details and then choosing an inquiry or consultation action
- **ERP discovery conversations** often begin after reviewing module capabilities and then selecting a demo or consultation prompt

When contact options appear early and again later, visitors can act at the moment they feel ready instead of hunting for the next step. For more detail on inquiry behavior itself, see [Using Public Calls to Action and Conversion Paths](#) and [Contacting Sherkey Through Forms and Direct Channels](#).

[SCREENSHOT: Public page with hero contact button, mid-page consultation prompt, and footer contact block]

Comparing the Main Visitor Journeys

The two main public journeys begin on the same homepage, but they behave differently once a visitor chooses a direction.

The **homepage-to-service** path usually looks like this:

- homepage headline or service teaser
- **service card** or **Services** menu choice
- service landing page with description, benefits, and process content
- **inquiry** or **consultation** action

The **homepage-to-ERP** path usually looks like this:

- homepage ERP section or ERP-related navigation link
- ERP landing page or app page
- overview, capability, and business-fit content
- **demo**, **consultation**, or **contact** action

The shortest path to inquiry is for visitors who already know what they want. They may:

- click a **hero call-to-action button**
- use a visible **contact** link
- jump straight to a landing page and submit an inquiry without reading every section

Other visitors need more evaluation first. They often compare benefits, read trust content, review detailed explanations, and only then choose a contact action. That longer path is normal, especially for ERP pages where software comparison takes more thought.

Landing pages also behave differently from the homepage. The homepage offers multiple directions and supports broad scanning. A landing page is narrower. It usually removes extra choices and keeps attention on one topic with more direct calls to action. This makes landing pages especially useful for visitors arriving from search, ads, or shared campaign links.

Common decision moments appear across both paths:

- choosing **services** versus **ERP**
- deciding whether to keep reading or contact immediately
- moving from broad homepage content into a focused landing page
- selecting the right inquiry type based on need

That branching behavior is what turns a homepage visit into a meaningful inquiry journey.

Handling Common Drop-Off Points Before Inquiry

When visitors do not move forward, the problem is often visible in the page layout rather than in the contact form itself. The most common drop-off points happen before the inquiry step.

If visitors stay on the homepage without progressing, review whether the next choices are obvious. The homepage should make these paths easy to spot:

- **hero call-to-action buttons**
- **service cards**
- **ERP links**
- visible **contact** options

If those elements blend into surrounding content, visitors may scroll without choosing a direction. The homepage should quickly answer, “Do you need a business service, an ERP solution, or direct contact?”

Another common issue is when visitors read a landing page but never contact Sherkety. In that case, check whether inquiry actions appear soon enough. Good placement usually means showing an **inquiry button** or **consultation prompt**:

- near the top of the page
- after key value or benefit sections
- again before the footer

If contact options appear only in the footer, visitors may leave before reaching them.

Confusion between service pages and ERP pages can also block progress. If a visitor cannot tell whether they need accounting support, company setup help, or an ERP module, the labels and page messaging need to separate those choices more clearly. Helpful distinctions include:

- **services** for done-for-you or advisory support
- **ERP** for software capabilities, modules, and business process tools

Finally, some journeys delay contact too long. If the first clear inquiry option appears only after several sections, surface a contact action earlier in the hero or first content block. Repeating the action later still helps, but the first opportunity should come before the visitor loses momentum.

For related guidance on page behavior and action placement, see [Understanding Public Page Layouts and Visitor Actions](#) and [Using Public Calls to Action Across Marketing Pages](#).

Overview

Public page journeys in **Sherkety ERP & Website Platform** are built around a simple pattern: visitors arrive, choose a direction, evaluate what they see, and then decide whether to contact Sherkety. The homepage is the main starting point because it presents several clear paths in one place.

The most important journey types are:

- **homepage to service page to inquiry**
- **homepage to ERP page to demo or consultation**
- **homepage directly to contact action**

Each path depends on visible page elements rather than hidden steps. Visitors respond to what they can immediately see:

- **navigation links**
- **hero buttons**
- **service cards**

- **ERP sections**
- **contact prompts**
- **footer links**

The journey becomes stronger when each page answers one question at a time:

- What is being offered?
- Who is it for?
- Why should the visitor care?
- What should they click next?

That is why focused landing pages matter. They reduce distraction and keep the visitor close to the next action. A service page supports evaluation with benefits, process details, and trust content. An ERP page supports comparison with module overviews, capability highlights, and business-fit messaging.

The key takeaway is that inquiry does not begin only at the contact form. It begins much earlier, when a visitor first notices a **call-to-action button**, a **service link**, or an **ERP entry point** that matches their intent. If those early signals are clear, the path to contact feels natural instead of forced.

[SCREENSHOT: Side-by-side example of homepage entry points leading to service pages, ERP pages, and contact actions]

Prerequisites

Before using this page journey effectively, it helps to already be comfortable with the basic browsing patterns on the public website. You do not need admin access or editing tools. This topic is for anyone viewing public pages and trying to understand how visitors move from interest to inquiry.

You should already know how to:

- use the **header navigation**
- recognize **hero sections** and **call-to-action buttons**
- move through **landing pages**
- use **footer links**
- identify where a page is asking you to read more versus contact Sherkety

If you need a refresher on those basics, review:

- [Browsing the Sherkety Public Website](#)

- [Navigating Public Pages and Entry Points](#)
- [Understanding Public Page Layouts and Visitor Actions](#)

It also helps if you can already distinguish between the two major content families on the site:

- **business services pages**, such as accounting, company registration, and startup support
- **ERP pages**, such as module overviews, app pages, and package-related content

If that distinction is still unclear, these related guides will help before you go deeper:

- [Finding Services Through Navigation and Service Menus](#)
- [Discovering ERP Products and Packages](#)

The next useful step after this document is [Exploring Public Website Entry Pages and Destination Types](#), which looks more closely at where visitors land first and how those entry pages shape the rest of the journey.