

Understanding Public Page Layouts and Visitor Actions

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Recognizing the Main Blocks on a Public Page

When you open a public page in **Sherkety ERP & Website Platform**, start by looking at the **top navigation area**. This is usually where you reorient yourself after arriving from the homepage, a search result, or a shared link. The top area typically includes the main menu, language options, and the page title or opening banner. If you need a refresher on how visitors arrive on these pages, see [Navigating Public Pages and Entry Points](#).

The next area to focus on is the **main content region**. This is where the page presents its core topic, such as a business service, a company registration topic, or an ERP offering like **Accounting, HR, Sales & CRM, Purchasing, or Reporting & Analytics**. The main block often includes a large heading, short supporting text, and one or more visible buttons such as **Learn More, Explore, Request Demo, Start Trial, or Contact Us**.

As you scroll, you will usually see **supporting sections** that help you evaluate the offer:

- **Feature highlights** that explain what is included
- **Comparison sections** that place options side by side
- **Trust indicators** that reinforce credibility
- **FAQ-style content** that answers common questions
- **Inquiry prompts** that invite you to take the next step

Use the page's visual cues to tell content apart from actions:

- **Headings and subheadings** explain what the section is about
- **Cards and grouped blocks** organize related information
- **Buttons and linked titles** are the parts you can act on
- **Section dividers** help you see where one topic ends and another begins

[SCREENSHOT: Public page showing top navigation, hero banner, main content block, feature section, and inquiry button]

A simple way to read any page is to ask: **Where am I, what is being offered here, and what can I click next?** The layout usually answers all three without needing to open every link.

Finding the Information That Matters to You

Public pages in **Sherkety ERP & Website Platform** are designed so you can scan before you commit to reading everything. Start with the **largest headings** and **section titles**. These usually tell you whether the page is focused on a service, an ERP module, a company type, pricing information, or a comparison between options. If you are deciding where to spend your time, these labels are the fastest way to spot the sections that match your goal.

Look for repeated layouts that group related information together:

- **Cards** for services, modules, or package options
- **Feature lists** that summarize benefits
- **Highlighted blocks** that call attention to important details
- **Trust content** such as business credibility or team-related sections
- **FAQ sections** for practical questions

Visual anchors also help you understand the page structure. A **hero banner** usually introduces the main offer. A **section divider** signals a shift from overview to details. A **button group** often marks the point where reading turns into action. When several buttons appear together, pause and read the labels carefully. One button may be for learning more, while another may be for contacting the business.

It also helps to separate **informational links** from **action links**:

- **Informational links** usually open deeper content, such as a detailed page for a service or ERP app
- **Action links** usually move you toward a response, such as an inquiry, demo request, or trial path

For example, a linked service title or **View Details** button usually means “read more first.” A button like **Contact Us** or **Request Demo** usually means “start a conversation.”

[SCREENSHOT: Page section with headings, cards, feature list, and two different button types]

If a page feels busy, read only the section headings first, then open the blocks that match your needs. That approach is often faster than reading top to bottom.

Using Inquiry Actions to Contact the Business

Across public pages in **Sherkety ERP & Website Platform**, inquiry actions are the clearest way to move from browsing into direct contact. These actions may appear near the top of the page, inside the opening banner, between content sections, or again in the footer. Common labels include **Contact Us**, **Request Information**, **Request Demo**, and **Start Trial**.

When you see one of these buttons, click it only after checking the nearby heading and text. The surrounding section usually tells you what the action relates to. For example, an inquiry button placed under an ERP module section is likely connected to that module, while a button near a business service section is likely meant for that service. Reading that nearby context helps you know exactly what you are asking about when you continue.

Inquiry actions may lead you to:

- A **contact page**
- A **public form**
- Another **communication entry point**
- A more specific page that prepares you before contacting the business

Before submitting anything, take a moment to note the exact page or section you came from. This is especially useful if you have been comparing multiple offers such as accounting services, startup support, or ERP apps. Mentioning the correct offering makes your request clearer and reduces back-and-forth later.

You will also notice that inquiry actions are repeated across different pages. That consistency is helpful. Once you recognize the pattern, you can use the same approach everywhere:

- Read the section heading
- Confirm what the button refers to
- Click the inquiry action
- Continue through the contact path shown on screen

[SCREENSHOT: Public page with a visible Contact Us or Request Demo button in the hero area]

If you want more detail before reaching out, open the related service or product page first, then use the inquiry button from there. That gives you better context for your message and helps you choose the most relevant next step.

Comparing Options from Public-Facing Content

Many public pages in **Sherkety ERP & Website Platform** are built to help you evaluate more than one option before contacting the business. Comparison-focused content usually appears as **pricing tables**, **side-by-side feature sections**, or **repeated cards** for services, packages, or ERP apps. These layouts make it easier to understand what changes from one option to another without opening every page individually.

When you reach a comparison area, start by looking at the labels at the top of each option. Then scan for the differences in:

- **Included features**
- **Business use cases**
- **Package level or scope**
- **Highlighted benefits**
- **Calls to action** under each option

Some comparison areas visually emphasize one choice more than the others. You may see a **highlighted column**, a **featured plan**, or stronger visual styling around a recommended option. Treat that as a suggestion, not a requirement. It usually means the page is drawing attention to a common or preferred choice, but you should still compare the details against your own needs.

Repeated service or product cards can also act like a comparison tool. If several cards appear together, read them as a group rather than one at a time. Compare the headings, short descriptions, and buttons underneath each card. This is especially useful when reviewing business services, ERP modules, or package options from a category page.

Comparison links and buttons often take you from a broad overview into a deeper page. Use them when you need more detail on one option after narrowing your choices.

[SCREENSHOT: Comparison section with multiple cards or columns and one highlighted option]

If you are unsure whether a section is meant for comparison or for direct action, check the button labels. **Learn More** and **View Details** usually support evaluation. **Contact Us**, **Request Demo**, or **Start Trial** usually move you into a response path. The difference becomes clearer once you read the section title above the options.

Exploring Products and Services Through Visible Links

Public pages in **Sherkety ERP & Website Platform** often work as starting points rather than final destinations. You may begin on a broad page, then open more specific pages through visible links such as **Explore**, **Learn More**, **View Details**, or the linked title of a service or ERP app. These links help you move from overview content into focused pages where you can read more before taking action.

You can usually open deeper content from several clickable elements in the main content area:

- **Buttons** under a service or product summary
- **Card titles** that open a detail page
- **Images** used as linked entry points
- **Section links** that lead into category pages or related content

As you click through, pay attention to what type of page you have reached.

Exploration links may lead to:

- A **service description page**
- A **company type guidance page**
- An **ERP module page** such as **Accounting**, **HR**, **Sales & CRM**, **Purchasing**, or **Reporting & Analytics**
- A broader **ERP system** or package page
- Another public information page that supports your decision

This matters because each page supports a slightly different goal. A category page helps you browse. A detail page helps you evaluate. An inquiry page helps you contact the business.

After reading a detail page, you do not need to start over. Use the page's visible navigation elements to continue browsing. Depending on where you are, that may mean using the top menu, returning to the previous overview page, or selecting

another card or linked heading nearby. If you want help understanding how these page types connect, related reading includes [Discovering ERP Products and Packages](#) and [Browsing Company Type Guidance and Registration Content](#).

[SCREENSHOT: Listing page with multiple cards linking to detail pages]

A good browsing habit is to open one detail page, compare its headings and action buttons, then return to the overview and open the next option. That keeps your comparison grounded in what each page actually presents.

Avoiding Common Mistakes When Navigating Public Pages

A common mistake on public pages in **Sherkety ERP & Website Platform** is assuming that every large button leads straight to a purchase or signup. Many prominent buttons are actually there to start an **inquiry**, open a **contact path**, or take you to a more detailed information page. Before clicking, read the button label and the heading above it. That quick check usually tells you whether you are about to explore, compare, or contact.

Another easy mistake is losing track of which offer a button belongs to. This happens most often in pages with repeated cards, comparison blocks, or several sections stacked one after another. To avoid that, look at the immediate context around the button:

- The **section heading**
- The **card title**
- The **short description**
- Any **feature list** beside it

If you land on a deeper page and feel unsure where you are, use the page structure to reorient yourself. Start at the top, identify the current page title, then scan down to the main content block. If needed, use the footer or top navigation to move back into a broader browsing path. This is especially helpful after following a promotional button or a link from a comparison section.

It also helps to notice repeated action patterns across the website. Standard visitor actions tend to appear again and again with familiar labels such as **Learn More**, **View Details**, **Contact Us**, **Request Demo**, and **Start Trial**. When you see an unfamiliar promotional link, pause and read the surrounding text before selecting it.

[SCREENSHOT: Public page with multiple buttons showing the difference between informational and inquiry actions]

If a page feels unclear, do not rely on button size alone. In Sherkety ERP & Website Platform, the most useful clue is usually the combination of the **section title**, **button label**, and **content block** where the action appears. Read those together, and the page becomes much easier to navigate.

Overview

Public pages in **Sherkety ERP & Website Platform** follow a readable pattern that helps you move from orientation to evaluation and then to action. Most pages begin with a **top navigation area** and a clear opening section that introduces the topic. From there, the page usually expands into **main content blocks**, **feature highlights**, **comparison sections**, and **inquiry prompts**. Once you recognize that structure, it becomes much easier to decide what to read closely and what to scan.

The most important ideas to keep in mind are:

- **Top-of-page elements** help you understand where you are
- **Main content sections** explain the offer, service, or ERP module
- **Supporting blocks** add proof, comparisons, and extra detail
- **Buttons and linked titles** show where you can take action

You do not need to treat every page the same way. If your goal is quick evaluation, scan headings and card titles first. If your goal is contact, look for **Contact Us**, **Request Information**, **Request Demo**, or **Start Trial**. If your goal is research, use **Learn More**, **Explore**, and **View Details** links to open deeper pages.

This document focused on how page layouts guide your decisions while browsing. It builds on [Navigating Public Pages and Entry Points](#), which explains how visitors reach these pages in the first place. The next useful step is [Using Public Calls to Action and Conversion Paths](#), where you will look more closely at what happens when you choose those visible actions.

Prerequisites

You do not need any special setup to use this guide. It is written for anyone browsing the public website in **Sherkety ERP & Website Platform**. The only real requirement is that you can open public pages and move between them using visible menus, links, and buttons.

Before using the page layout patterns described here, it helps if you already know how to:

- Reach public pages from the homepage or other entry points
- Recognize the main menu and footer navigation
- Move between broad category pages and more specific pages
- Switch language if needed while browsing

If those basics are still new, review [Navigating Public Pages and Entry Points](#) first. That document explains how visitors arrive on services pages, ERP pages, company type pages, and other public destinations.

You will get the most value from this guide if you are currently trying to do one of the following:

- Compare business services
- Explore Sherkety ERP modules
- Read more about a company type or registration topic
- Decide whether to contact the business
- Understand what a button or linked card is likely to do

A desktop or mobile browser is enough. Because public pages may include repeated cards, banners, and inquiry buttons, it is helpful to scroll slowly and read section headings before clicking. That simple habit makes the page layout much easier to understand and prepares you for the next topic: [Using Public Calls to Action and Conversion Paths](#).