

Understanding Public Website Sections and Visitor Goals

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Understanding how visitors move from the homepage into deeper site sections

When visitors land on the **homepage** in **Sherkety ERP & Website Platform**, they usually start with three visible navigation areas: the **homepage banner or hero section**, the **top navigation menu**, and the **footer links**. Each area supports a different kind of decision. The hero section is for quick action, the top menu is for browsing by topic, and the footer helps visitors jump to supporting pages such as contact, company information, and policy or FAQ content.

From these entry points, visitors usually branch in one of four directions:

- **ERP product exploration** through pages such as the **ERP System** page or individual app pages like **Accounting**, **Sales & CRM**, **HR**, **Purchasing**, and **Reporting**
- **Business service evaluation** through service-focused pages about accounting services, company registration, or related business support
- **Direct contact paths** through buttons such as **Request a Demo**, **Contact Us**, or **Talk to Sales**
- **Supportive reading paths** through FAQ, company guidance, or other informational pages

Repeated buttons play an important role across these pages. A visitor may first click **Learn More** on the homepage, then see **Request a Demo** on a product page, and later use **Contact Us** in the footer. These repeated prompts help people continue without needing to return to the homepage. This is especially useful when they enter the site from a search result instead of the main landing page.

You can often tell a page's purpose by its first screen:

- A page with a bold headline and broad benefits is usually meant for **exploration**
- A page with feature sections, comparison content, or app details is meant for **evaluation**

- A page with a form, contact block, or strong action button is aimed at **direct inquiry**

If you already reviewed ERP discovery paths, this page builds on that journey rather than repeating it. For more on entry routes into ERP content, see [Using ERP Discovery Paths From Marketing Pages](#).

Using the homepage to identify the right path for your goals

The **homepage** in **Sherkety ERP & Website Platform** is designed to help different visitors quickly decide where to go next. The first place to look is the **hero area** at the top of the page. This section usually includes a main headline, a short supporting message, and one or more clear buttons such as **Request a Demo**, **Learn More**, or **Contact Us**. These buttons separate visitors who are ready to act from visitors who still need to explore.

Below the hero area, the homepage often includes grouped sections that help visitors compare options before opening a detailed page. Depending on what is shown, you may see:

- **Feature highlights** that summarize what Sherkety ERP & Website Platform offers
- **Solution cards** or **module tiles** that point to ERP areas such as **Accounting**, **HR**, **Sales & CRM**, **Purchasing**, or **Reporting**
- **Service-focused sections** that direct visitors toward business services such as consulting, implementation, or support
- **Comparison or value sections** that help visitors decide between service-based help and ERP product adoption

These homepage sections are especially useful for a visitor who is not yet sure whether they need a software product, a business service, or both. A prospective ERP buyer can scan module cards and open the most relevant app page. A business services visitor can move toward pages about accounting support, company setup, or consultation.

Trust content also matters early in the journey. Sections with **customer logos**, **testimonials**, **partner badges**, **certifications**, or team highlights help answer an unspoken question: “Can this company deliver what it promises?” These elements do not usually ask for immediate action, but they support the decision to click a deeper page or submit an inquiry later.

[SCREENSHOT: Homepage hero with primary CTA button, secondary links, and module or service cards]

If you want a closer look at homepage layout and decision points, see [Understanding the Homepage Hero and Primary Actions](#) and [Exploring Homepage Promotions and Trust Content](#).

Exploring product and solution pages to evaluate fit

Product and solution pages in **Sherkety ERP & Website Platform** are where visitors move from general interest to serious evaluation. These pages usually begin with a strong header section that names the offering and explains the business outcome it supports. From there, the page often moves into feature blocks, capability lists, and sections that explain how the product fits day-to-day work.

A typical evaluation path looks like this:

- Click a product link from the **homepage**, **top navigation**, or an **ERP apps catalog** page
- Review the opening section for the main promise and target business need
- Scroll through feature sections covering workflows, benefits, and use cases
- Use comparison content, app highlights, or supporting sections to judge fit
- Click a next-step button such as **Request a Demo**, **Talk to Sales**, or **Learn More**

On these pages, visitors should pay attention to several types of content:

- **Capabilities and workflows:** what work the product helps manage
- **Business outcomes:** time savings, visibility, control, or growth support
- **Scope clues:** whether the page presents a single app, a broader ERP package, or connected modules
- **Proof points:** screenshots, examples, or supporting claims that make the offer feel concrete

Conversion elements are often repeated throughout the page rather than shown only once. A visitor may see a button near the top, another action block in the middle, and a contact prompt near the bottom. This layout helps both fast decision-makers and careful evaluators. Someone ready to speak with sales can act immediately, while someone comparing options can continue reading and decide later.

For a prospective ERP buyer, the most useful questions to answer on these pages are:

- Does this page describe the workflows I need?
- Does it look suitable for my company size or growth stage?
- Does it suggest implementation help or ongoing support?
- Is the next step a demo, a pricing conversation, or a broader consultation?

For more detail on ERP landing paths, see [Using ERP System Landing Pages to Evaluate Offerings](#) and [Evaluating ERP Modules From Catalog to Detail Pages](#).

Reviewing service and company pages when you need expertise or reassurance

Not every visitor comes to **Sherkety ERP & Website Platform** looking only for software. Many arrive because they need guidance, setup help, accounting support, or confidence that the team behind the offer can deliver. That is where **service pages** and **company pages** become important.

Service pages usually focus on practical help such as:

- **Implementation**
- **Consulting**
- **Customization**
- **Training**
- **Support**
- **Accounting or company-related services**

These pages often explain what is included, who the service is for, and what kind of outcome to expect. The action pattern is usually direct. After reading the service description, visitors are guided toward a button or contact area such as **Contact Us**, **Book a Consultation**, **Talk to Sales**, or another inquiry prompt. In some cases, the page may also guide visitors toward a dedicated contact form.

Company-focused pages such as **About**, **Team**, partner-related content, or broader company information serve a different purpose. They reduce uncertainty. A visitor who is interested but cautious may open these pages to check:

- Who is behind the business
- Whether the team appears experienced
- Whether certifications, partnerships, or trust indicators are shown
- Whether there are customer stories or credibility signals
- Whether it is easy to reach someone for follow-up

These pages matter most when a visitor is asking, “Can I trust this company with my rollout, support, or business process?” They are especially useful after a visitor has already viewed a product or service page and wants reassurance before making contact.

[SCREENSHOT: Service page with service description, trust section, and consultation CTA]

A business services visitor often moves through this pattern: open a service page, review the scope, scan trust content, then use a consultation or contact option. If you want more detail on service discovery and company guidance, see [Browsing Company Type Guidance and Registration Content](#) and [Viewing Team and Ecosystem Highlights](#).

Using resources and proof content to continue product evaluation

Many visitors are interested in **Sherkety ERP & Website Platform** but are not ready to fill out a form on their first visit. Resource and proof content helps these visitors keep learning without forcing an immediate sales step. This content can include **FAQ pages**, case-style proof sections, downloadable materials, educational pages, or other supporting content linked from product and service pages.

These pages usually work best for mid-journey visitors who are comparing options, validating claims, or trying to understand whether Sherkety ERP & Website Platform fits their business. Common page elements include:

- **Category filters** or grouped topics that help visitors narrow what they want to read
- **Related content cards** that suggest the next useful page
- **Inline banners** with buttons such as **Learn More**, **Request a Demo**, or **Contact Us**
- **FAQ sections** that answer common concerns without requiring direct contact
- **Proof-oriented sections** that connect features to business outcomes

For ERP buyers, this content helps answer practical questions such as whether a module supports the right workflow, whether the product seems scalable, or whether similar businesses could benefit. For services visitors, proof content helps assess expertise, delivery experience, and the quality of support behind the offer.

The most effective resource pages do not leave visitors at a dead end. Instead, they connect back into the main journey through visible links and action blocks. After

reading a proof section or FAQ, a visitor should be able to:

- Return to a relevant **product page**
- Move to a **service page**
- Open a **contact** or **consultation** path
- Choose a stronger action such as **Request a Demo**

This is why proof content is valuable even when it does not sell directly. It keeps the visitor engaged and helps them progress at their own pace. For related reading paths, see [Finding Answers in FAQ and Policy Pages](#) and [Using Comparison Sections to Evaluate Offerings](#).

Choosing calls to action that match visitor intent

Calls to action work best in **Sherkety ERP & Website Platform** when they match what the visitor is trying to do at that moment. A visitor who already understands the offer should not be forced to keep browsing. At the same time, a visitor who is still comparing options should not be pushed too quickly into a high-commitment form.

A simple way to read CTA intent is to group buttons by commitment level.

High-intent actions are best for visitors who are close to making contact:

- **Request a Demo**
- **Book a Consultation**
- **Contact Sales**
- **Get a Quote**
- **Contact Us**

These buttons fit product pages, service pages, and strong in-page action blocks where the visitor has already reviewed enough detail to act.

Lower-commitment actions are better for visitors who still need context:

- **Learn More**
- **Explore Features**
- **View Case Study**
- **Download Guide**

These actions help visitors continue without pressure. They are especially useful on the homepage, in comparison sections, and inside supporting content where the goal is to keep the journey moving.

Placement matters just as much as wording. Visitors should see a relevant next step in several locations:

- In the **hero section**
- Inside **mid-page content blocks**
- Near supporting content or proof sections
- In the **footer contact area**

The key idea is consistency without forcing everyone into the same path. A visitor comparing ERP modules may need **Request a Demo**, while someone reviewing consulting help may need **Book a Consultation** or **Contact Us** instead. Matching the button to the page goal makes the journey feel clearer and more natural.

The next document focuses on this in more detail: [Using Public Calls to Action Across Marketing Pages](#).

Overview

This document focuses on how the public-facing pages in **Sherkety ERP & Website Platform** support different visitor goals. Rather than treating every page as a separate destination, it helps to see the website as a set of connected paths. Visitors often begin on the **homepage**, then move through **ERP pages**, **service pages**, **company pages**, and **supporting content** depending on what they need to confirm before taking action.

The main section types covered here are:

- **Homepage sections** that help visitors choose a direction
- **Product and solution pages** used to evaluate ERP modules and business outcomes
- **Service and company pages** used to assess expertise, delivery capability, and trust
- **Resource and proof content** that supports visitors who are still comparing options
- **Calls to action** that guide people toward demos, consultations, or contact paths

This guide is most useful when you want to understand **why** a page exists and **what kind of visitor action** it is meant to encourage. For example, a feature-rich app page usually supports evaluation, while a company or team page supports reassurance. A contact-focused block or footer prompt supports direct inquiry.

If you need help with broader page entry patterns before reading this guide, refer to [Navigating Public Pages and Entry Points](#) and [Understanding Public Page Layouts and Visitor Actions](#). If you are specifically comparing ERP discovery routes, continue using [Using ERP Discovery Paths From Marketing Pages](#) alongside this document.

Prerequisites

You do not need admin access or editing permissions to use this guide. It is written for anyone browsing the public website in **Sherkety ERP & Website Platform** and trying to understand where different page sections lead.

Before using this document, it helps if you are already comfortable with a few basic browsing patterns:

- Opening pages from the **top navigation menu**
- Using **homepage buttons** and section links
- Scrolling through long marketing pages
- Recognizing **footer links** as another way to continue browsing
- Switching language if you browse multilingual pages

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

- [Browsing the Sherkety Public Website](#)
- [Navigating Public Pages and Entry Points](#)
- [Understanding Public Page Layouts and Visitor Actions](#)
- [Using ERP Discovery Paths From Marketing Pages](#)

Those documents explain how to move around the public site. This guide builds on that foundation by showing how to interpret page sections based on visitor goals such as exploration, evaluation, reassurance, and direct inquiry.

If you are reading this while comparing offers, keep an eye on visible page signals such as the **headline area**, **feature sections**, **trust content**, and **action buttons**. Those elements usually tell you whether the page is inviting you to keep learning, compare options, or contact the Sherkety team directly.