

Understanding the Homepage Hero and Primary Actions

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Understanding What the Homepage Hero Is Telling You

When you open the homepage in **Sherkety ERP & Website Platform**, the first section at the top is the **hero**. This is the main introduction area that appears before you scroll. Its job is to tell you, in a few seconds, what the offering is and what you can do next.

The main headline in this area is “**Business management software for all your needs**”. Treat this as the clearest summary of the homepage message. It tells you that the product is presented as a broad business solution rather than a single tool for one task.

Directly around that headline, the supporting text explains the value in more practical terms. It positions Sherkety ERP & Website Platform around:

- **Integrated apps**
- **Automation**
- **Business growth**

For a first-time visitor, this matters because it frames the product as something that can connect different business activities in one place instead of asking you to piece together separate tools.

Just below or beside this message, you will see two prominent action buttons:

- **Start now - It's free**
- **Meet an advisor**

These two buttons are the primary actions in the hero. They are placed side by side so you can quickly choose whether you want to explore on your own or speak with someone first.

The hero also includes a product interface preview image displayed directly beneath the messaging. This visual gives you an immediate sense that Sherkety ERP & Website Platform includes a full working interface, not just marketing text.

[SCREENSHOT: Homepage hero showing the headline, supporting text, two action buttons, and the product preview image]

If you already reviewed the promotional and trust content lower on the page, see [Exploring Homepage Promotions and Trust Content](#). The hero comes earlier and is designed to guide your very first decision.

Choosing Between Starting Immediately and Talking to Sales

The two main buttons in the homepage hero are there for different kinds of visitors. In **Sherkety ERP & Website Platform**, you do not need to scroll further before deciding which path fits you best.

Choose **Start now - It's free** when you want to:

- Explore the product directly
- Move into a trial or hands-on experience
- Learn by clicking through the product yourself
- Evaluate quickly without waiting for a conversation

This button is the better fit if your buying style is self-serve. If you prefer to see the product in action, test whether the screens make sense, or get a feel for the offering before speaking to anyone, this is the faster route.

Choose **Meet an advisor** when you want to:

- Discuss your business needs before trying anything
- Ask questions about fit, scope, or setup
- Get help comparing options
- Talk through requirements with guidance

This button supports a more guided evaluation. It is especially useful if you are not yet sure which part of Sherkety ERP & Website Platform matters most to your business, or if you need help connecting the offering to a specific business process.

The difference between these actions is really about **intent**:

- **Start now - It's free** = immediate, hands-on discovery
- **Meet an advisor** = consultative, guided inquiry

Because both buttons appear in the hero, you can choose your path right away without hunting through menus or reading the full homepage first.

[SCREENSHOT: Close-up of the hero buttons “Start now - It’s free” and “Meet an advisor”]

If you are still comparing before taking either action, the top navigation gives you more ways to explore, which is covered later in this guide.

Reading the Trust Signals Before You Click

Before you choose one of the hero buttons, look at the trust details placed near the main message. In **Sherkety ERP & Website Platform**, these cues help reduce hesitation for visitors who are deciding whether the product feels established and credible.

One of the clearest trust cues is the customer count: “**12 million+ users**”. This tells you the offering is presented as widely adopted rather than new or untested. For many first-time ERP buyers, that kind of scale matters because it suggests the product has already been used by a large number of businesses.

You will also see a **star rating display** with an adjacent **review count**. Together, these two elements work as social proof:

- The **star rating** gives you a quick visual signal of customer satisfaction
- The **review count** shows that the rating is backed by a visible volume of feedback

These trust elements are important because they answer an early buyer question without forcing you to leave the page: *Do other people actually use and rate this positively?*

The trust row combines two kinds of reassurance:

- **Adoption scale** through the user count
- **Review sentiment** through stars and review totals

When you scan the hero, the best order is:

- Read the **headline**
- Glance at the **supporting text**
- Check the **trust row**
- Then decide between the two **action buttons**

These trust cues appear close to the hero messaging, so you can evaluate confidence signals before making your first click.

[SCREENSHOT: Trust row near the homepage hero showing user count, star rating, and review count]

For a broader look at homepage trust content beyond the hero area, refer back to [Exploring Homepage Promotions and Trust Content](#).

Using the Navigation to Explore Before Committing

If you are not ready to click **Start now - It's free** or **Meet an advisor**, use the top navigation to inspect the offer first. The homepage header in **Sherkety ERP & Website Platform** gives you several discovery paths that support different evaluation styles.

Key navigation links include:

- **Apps**
- **Industries**
- **Community**
- **Pricing**

Use **Apps** when you want a feature-led review. This is the best place to start if you are comparing ERP capabilities and want to understand what areas are covered. A visitor interested in operations, finance, sales, or people management can use **Apps** to judge whether the product appears broad enough before taking the next step.

Use **Industries** when your main question is business fit by sector. This is helpful for visitors who want to know whether the messaging connects to their type of business rather than just listing features.

Use **Community** if you want to explore the wider surrounding experience and supporting ecosystem presented in the site navigation.

Use **Pricing** when cost clarity matters most. If budget is your first filter, opening **Pricing** before starting a trial or requesting a conversation can save time.

In the top-right area, you will also see persistent actions such as:

- **Sign in**
- **Start now**

These stay available while you browse, so you can explore first and still act quickly once you are ready.

[SCREENSHOT: Top navigation showing Apps, Industries, Community, Pricing, Sign in, and Start now]

If you want more help moving through public pages and menus, see [Using Header Menus and Footer Links](#) and [Finding Services Through Navigation and Service Menus](#).

Interpreting the Product Preview in the Hero

The product image shown in the homepage hero is more than decoration. In **Sherkety ERP & Website Platform**, that embedded screenshot works as visual proof alongside the headline and action buttons.

When you read “**Business management software for all your needs**”, the preview image helps answer the next question: *What does that actually look like?* Instead of asking you to imagine the product, the hero shows part of the interface directly beneath the main message.

This matters for first-time visitors because the screenshot helps you infer:

- That there is a real working interface behind the marketing message
- That the offering covers multiple business activities
- That the product is meant to be used as a broad business workspace, not a single-purpose tool

Even without opening **Apps** or **Pricing**, the preview gives you an early sense of depth. It suggests that Sherkety ERP & Website Platform is organized as a full product experience with screens, data views, and operational workflows rather than a simple landing page promise.

The image also supports the idea of an **all-in-one business platform**. Combined with the headline and supporting paragraph about integrated apps and automation, the preview reinforces that the product is positioned as connected and wide-ranging.

A good way to read the hero is to combine both forms of evidence:

- **Text** explains the promise
- **UI imagery** makes the promise feel concrete

That combination helps you evaluate quickly. If the message sounds relevant and the preview looks substantial, you may feel comfortable clicking **Start now - It's free**. If the preview raises questions about fit or scope, **Meet an advisor** may be the better next step.

[SCREENSHOT: Product interface preview image beneath the homepage hero text]

Deciding Which First Click Matches Your Buying Stage

Your best first click depends on what you need to know right now. The homepage hero in **Sherkety ERP & Website Platform** is designed so different visitors can choose different paths without confusion.

Choose **Start now - It's free** if you:

- Want immediate access
- Prefer evaluating by using the product directly
- Learn faster from hands-on exploration than from sales conversations
- Already feel comfortable with the headline, trust cues, and preview image

Choose **Meet an advisor** if you:

- Need help mapping business requirements
- Want to discuss implementation scope
- Have questions about product fit
- Prefer guided evaluation before committing time to a trial

Choose **Pricing** first if:

- Budget is your main decision factor
- You want to understand cost before trying or contacting anyone
- You are comparing Sherkety ERP & Website Platform against other options and need a pricing view early

Choose **Apps** or **Industries** first if:

- You need to confirm module coverage
- You want to see whether the product matches your business type
- You are still validating relevance before taking a direct action

A simple way to think about it is:

- **Ready to test?** Click **Start now - It's free**
- **Need guidance?** Click **Meet an advisor**
- **Need cost clarity?** Open **Pricing**
- **Need fit confirmation?** Open **Apps** or **Industries**

This makes the homepage useful for visitors at different buying stages, from early research to active evaluation.

The next document in this section is [Reviewing Startup Package and Value Sections](#), which continues below the hero and shows how Sherkety ERP & Website Platform presents package value after the first decision point.

Overview

The homepage hero in **Sherkety ERP & Website Platform** is the first decision area for new visitors. It combines a clear message, visible trust cues, and immediate actions so you can decide how to explore without scrolling through the full page first.

The main elements to notice are:

- The headline “**Business management software for all your needs**”
- Supporting text focused on **integrated apps**, **automation**, and **business growth**
- Two primary buttons: **Start now - It’s free** and **Meet an advisor**
- A trust row that includes **12 million+ users**, a **star rating**, and a **review count**
- A product preview image shown directly under the hero messaging
- Top navigation links such as **Apps**, **Industries**, **Community**, and **Pricing**

Together, these elements support different visitor goals:

- Quick self-serve exploration
- Guided evaluation with an advisor
- Feature comparison through **Apps**
- Sector-fit checking through **Industries**
- Budget review through **Pricing**

If you are reading the homepage efficiently, focus on the hero in this order:

- Read the **headline**
- Scan the **supporting paragraph**
- Check the **trust signals**
- Compare the two **primary actions**
- Use the **navigation** if you need more context first

The hero is not meant to answer every question. Its purpose is to help you choose the right next move based on your buying stage. That is why both direct action buttons and browse-first navigation options are visible at the top.

[SCREENSHOT: Full homepage hero area with headline, trust row, CTAs, navigation, and product image]

Prerequisites

You do not need an account or any setup before using the homepage hero in **Sherkety ERP & Website Platform**. This section is available to public visitors and is designed for first-time browsing.

Before using the hero effectively, it helps if you already know:

- Whether you prefer **self-guided exploration** or a **guided conversation**
- Whether your first priority is **features**, **industry fit**, or **pricing**
- Whether you are still researching broadly or actively comparing options

You will get the most value from this page if you can answer a few simple questions for yourself:

- Do you want to try the product right away?
- Do you need to speak with someone before evaluating?
- Do you need to confirm module coverage first?
- Do you need budget information before taking action?

If you already reviewed the earlier document [Exploring Homepage Promotions and Trust Content](#), that background will help you recognize how the hero fits into the wider homepage story. If not, you can still use this guide on its own because the hero appears at the very top of the homepage and is meant to stand on its own.

You may also want to be familiar with:

- Basic top navigation behavior from [Using Header Menus and Footer Links](#)
- Public page browsing patterns from [Browsing the Sherkety Public Website](#)
- Language switching if you browse multilingual pages, covered in [Switching Languages While Browsing the Platform](#)

Once you are comfortable reading the hero and choosing between its primary actions, continue with [Reviewing Startup Package and Value Sections](#).