

Understanding Website and ERP Buyer Journeys

August 25, 2026

Entering Through the Main Website Navigation

In **Sherkety ERP & Website Platform**, most buyer journeys begin in the public header. Visitors usually start with one of the main navigation links: **Home**, **Services**, **ERP**, **Industries**, **About**, or **Contact**. Each of these links supports a different kind of decision. **Home** is often the starting point for first-time visitors who want a broad introduction. **Services** is for people looking for business help such as setup, consulting, or support. **ERP** is for visitors who already know they want software and need to explore modules, packages, or app pages. **Industries** helps visitors find pages that match their business type or sector. **About** builds confidence, while **Contact** moves directly into inquiry.

The homepage also plays a major role in starting a journey. Visitors often use the hero section's main buttons to move quickly toward action-oriented pages. These calls to action can lead into service exploration, ERP discovery, or direct contact. Header menus and dropdowns help visitors jump to a more specific page without returning to the homepage first. Footer links support the same journey later, especially when someone reaches the bottom of a page and wants another route forward.

[SCREENSHOT: top website navigation showing Home, Services, ERP, Industries, About, and Contact]

A useful way to think about the public website is this:

- **Informational browsing** means reading pages, comparing offers, and learning what Sherkety ERP & Website Platform provides.
- **Conversion actions** begin when the visitor clicks a button such as **Contact Us**, **Book a Demo**, **Request a Quote**, or another inquiry option.

Those actions change the journey from research into follow-up. If you need a refresher on how visitors move through public pages in general, see [Navigating Public Pages and Entry Points](#) and [Evaluating Business Services and Erp Offers From Public Pages](#).

Exploring Business Services Before Reaching Out

A services-focused buyer journey usually starts from the **Services** link in the main navigation or from a homepage section that highlights business offerings. From there, visitors move into a services landing page and then into individual service detail pages. These pages may cover offerings such as **implementation**, **consulting**, **support**, or **customization**, depending on what is shown in the service catalog.

Service pages usually help visitors compare options through visible page elements rather than long-form reading alone. Common navigation patterns include:

- **Service cards** that summarize each offering
- **Category links** that group related services
- **Read more** or similar page-entry buttons
- Page-level action buttons such as **Contact Us** or **Request a Quote**

This creates a gradual path. A visitor may first scan a list of services, open two or three detail pages, compare benefits, then decide whether to ask a question. That is different from an ERP-focused journey, where the visitor is usually comparing software modules and package fit.

Trust-building content is especially important on service pages because buyers are often judging expertise as much as features. Visitors look for sections such as:

- **Client logos**
- **Testimonials**
- **Case studies**
- **Benefits** or value highlights
- Team or company credibility content linked from **About**

These sections reduce uncertainty and help the visitor decide whether Sherkety ERP & Website Platform is the right partner for the work.

[SCREENSHOT: service page with service cards, benefits section, and inquiry button]

Inquiry actions usually appear in several places so the visitor does not need to search for them. They may appear:

- Near the top of the page as a main button
- Inside the page content as an inline form or contact prompt
- At the bottom of the page beside a final call to action
- Through a link to the **Contact** page

If you want more detail on service discovery patterns, see [Finding Services Through Navigation and Service Menus](#).

Reviewing ERP Products and Comparing Options

An ERP-focused buyer journey usually begins from the **ERP** navigation link, a homepage section that promotes Sherkety ERP modules, or an internal link from a service or industry page. From the ERP entry page, visitors typically move into a broader overview and then into more specific product pages such as **Accounting**, **Sales & CRM**, **HR**, **Purchasing**, or **Reporting**. Some visitors also enter through an ERP apps catalog or a package comparison page.

These pages help buyers answer practical questions: Which modules match my business? Do I need one app or several? Is this a fit for my current size and workflow? Sherkety ERP & Website Platform supports that evaluation through visible content blocks such as:

- **Feature grids** that summarize capabilities
- **Plan** or **pricing** blocks
- **Module breakdowns**
- Business-fit messaging for different company needs
- Comparison sections that place options side by side

Visitors often compare ERP options by scanning structured page elements rather than reading every paragraph. The most useful patterns include:

- **Tabs** that switch between module views or package options
- **Comparison tables** for features and plans
- **Accordion lists** that expand detailed capabilities
- **Product cards** that lead into module pages

[SCREENSHOT: ERP page with module cards, feature comparison area, and demo button]

A typical behavior is to open one module page, return to the ERP overview, then open another module page to compare scope and value. For example, a buyer may compare **HR** with **Sales & CRM**, or review **Reporting** after reading about another module to understand how insights and dashboards support decision-making.

The journey becomes a sales inquiry when the visitor clicks a clear action such as **Schedule a Demo**, **Talk to Sales**, or **Request ERP Consultation**. These actions

connect product research to a next conversation. For more detail on ERP discovery paths, see [Using ERP System Landing Pages to Evaluate Offerings](#) and [Evaluating ERP Modules From Catalog to Detail Pages](#).

Using Industry and Solution Pages to Narrow the Choice

Industry-focused pages help visitors who are less interested in browsing every service or ERP module one by one. Instead of starting with a product category, they start with their business context. In **Sherkety ERP & Website Platform**, these journeys often begin from the **Industries** menu, from homepage sections that speak to specific business types, or from internal links placed on service and ERP pages.

This path is useful when a visitor is thinking, “What fits my type of company?” rather than “Which feature list is best?” Industry and solution pages usually connect real business needs to recommended directions. A visitor may land on a page that outlines common pain points, explains how Sherkety ERP & Website Platform addresses them, and then points toward the most relevant services or ERP modules.

These pages often help buyers self-qualify through content such as:

- **Industry use cases**
- **Workflow examples**
- **Role-based benefits**
- Problem-and-solution sections
- Recommendations that connect business needs to a service package or ERP area

For example, a visitor may read about operational challenges in a specific industry and then follow links into the most relevant ERP modules, or into a service page for implementation or consulting. That keeps the journey focused and reduces the need to browse unrelated pages.

[SCREENSHOT: industry page with use-case sections and links to relevant services or ERP modules]

A strong industry page does not stop at explanation. It should also route the visitor toward a targeted next action. Common inquiry routes include:

- A button leading to **Contact**
- A consultation request tied to that industry context
- A page-level prompt to discuss the recommended solution
- Internal links to related ERP or service pages before inquiry

If you want to explore this browsing style in more depth, see [Browsing Company Type Guidance and Registration Content](#) and [Choosing Between Business Services and ERP Products](#).

Moving from Comparison to Inquiry

Across the public website, the shift from browsing to contacting usually happens at visible conversion points. In **Sherkety ERP & Website Platform**, these can appear in the header, inside page sections, near comparison content, at the bottom of pages, or on a dedicated **Contact** page. Common examples include:

- **Header call-to-action buttons**
- Page-end forms
- Contact prompts inside service or ERP sections
- Buttons such as **Contact Us**, **Book a Demo**, **Request a Quote**, or **Talk to Sales**
- Contact widgets or direct links to the contact screen

The inquiry workflow is usually straightforward. After clicking a call-to-action button, the visitor opens a form and enters details such as:

- **Name**
- **Company**
- **Email**
- **Phone**
- **Message**

The visitor then submits the form for follow-up. The exact reason for the inquiry often depends on the page they came from. Typical intent includes:

- A **general services question**
- An **ERP demo request**
- A **pricing discussion**
- An **implementation consultation**
- A request for help choosing between services and ERP options

[SCREENSHOT: public inquiry form showing Name, Company, Email, Phone, and Message fields]

What the visitor expects next is just as important as the form itself. After submission, they usually look for a clear sign that the request was received. That may appear as:

- A **confirmation message**
- A **thank-you page**
- A visible handoff into a sales or contact follow-up path

If the page does not make the next step clear, visitors may wonder whether their request went through. For related guidance on action patterns, see [Using Public Calls to Action and Conversion Paths](#) and [Contacting Sherkey Through Forms and Direct Channels](#).

Understanding Where Buyer Journeys Commonly Break Down

Buyer journeys often stall when the public website gives visitors information but not enough direction. In **Sherkey ERP & Website Platform**, one common issue is uncertainty about where to begin. A visitor may see both **Services** and **ERP** in the main navigation and not immediately understand which path matches their need. If page titles, section wording, or calls to action overlap too much, buyers can hesitate instead of clicking forward.

Another frequent problem appears on comparison-heavy pages. A page may explain features clearly through tables, tabs, or benefit sections, but still fail to place a strong action button near the moment of decision. When a visitor finishes comparing options, they should not need to scroll back to the top to find **Book a Demo**, **Contact Sales**, or **Request a Quote**. Missing or weak calls to action at that point can interrupt momentum.

Industry pages can also lose visitors if they describe business pain points well but do not connect those pain points to specific next steps. A strong industry page should guide the visitor toward:

- A relevant **ERP module**
- A matching **service offering**
- A clear **consultation** action

Without those links, the page becomes informative but not decisive.

Forms are another common drop-off point. If an inquiry form asks for too much information too early, visitors may abandon it before submitting. This is especially true when the buyer is still exploring and only wants an initial conversation. A shorter, clearer form usually supports earlier engagement better than a long one.

[SCREENSHOT: comparison page with a decision point and nearby CTA button]

When you review public pages, watch for these friction points:

- Overlapping navigation labels
- Missing action buttons near comparisons
- Industry pages without recommended next pages
- Inquiry forms that feel too demanding

These issues matter because the buyer journey is not just about content quality. It depends on how easily a visitor can move from interest to action.

Overview

A buyer journey in **Sherkety ERP & Website Platform** is the path a public visitor follows from first arrival to inquiry. That path is not always linear. Some visitors begin on **Home**, others enter through **Services**, **ERP**, **Industries**, or **Contact**, and many move between several page types before deciding what to do next. The key is understanding how each page supports either **exploration**, **comparison**, or **contact**.

At a high level, there are two main patterns:

- A **services-focused journey**, where the visitor is looking for business support such as consulting, implementation, support, or customization
- An **ERP-focused journey**, where the visitor wants to evaluate software modules, packages, or business-fit across areas such as **Accounting**, **HR**, **Sales & CRM**, **Purchasing**, and **Reporting**

Industry pages sit between those two paths. They help visitors narrow choices based on business context rather than product category. This is often where a buyer decides whether they need a service engagement, an ERP module, or a combination of both.

Throughout the public website, the same journey structure repeats:

- Enter from a main navigation link, homepage section, or internal link
- Read overview content
- Open detail pages
- Compare options using cards, feature sections, tables, or benefit blocks
- Click a conversion action such as **Contact Us** or **Book a Demo**

[SCREENSHOT: simplified journey map from navigation to page comparison to inquiry form]

This document focuses on how those paths connect. For deeper page-by-page evaluation of offers, use [Evaluating Business Services and Erp Offers From Public Pages](#). The next document, [Choosing Between Services Pages and ERP Product Pages](#), helps you decide which route is the better fit when both seem relevant.

Prerequisites

You do not need an account or admin access to follow the buyer journeys in **Sherkety ERP & Website Platform**. Everything covered here happens on the public website. What matters most is that you can recognize the main page types and the actions they support.

Before using this guide, it helps if you are already comfortable with:

- Moving through the public header and footer
- Opening pages from **Home**, **Services**, **ERP**, **Industries**, **About**, and **Contact**
- Recognizing common public actions such as **Contact Us**, **Book a Demo**, and **Request a Quote**
- Switching between overview pages and detail pages without losing your place

If those patterns are still unfamiliar, start with:

- [Browsing the Sherkety Public Website](#)
- [Understanding Public Page Layouts and Visitor Actions](#)
- [Using Public Website Navigation Patterns Across Marketing Pages](#)

It also helps to have already reviewed how Sherkety ERP & Website Platform presents offers on public pages, since this guide builds on that comparison mindset rather than repeating it. For that foundation, refer to [Evaluating Business Services and Erp Offers From Public Pages](#).

As you read, keep one practical question in mind: are you trying to understand **what Sherkety ERP & Website Platform offers**, or are you trying to decide **which path to contact through**? That distinction makes it easier to read each page correctly. Service pages, ERP pages, and industry pages all support decision-making, but they guide visitors toward inquiry in slightly different ways. The next guide, [Choosing Between Services Pages and ERP Product Pages](#), picks up from that exact decision point.