

# Using ERP Discovery Paths From Marketing Pages

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## Starting from ERP marketing pages

When you arrive on an ERP-focused marketing page in **Sherkety ERP & Website Platform**, start by looking at the most prominent actions on the page. These usually appear as large call-to-action buttons, package cards, app links, or highlighted module sections. Unlike general service pages, ERP marketing pages are designed to move you from broad value messaging into a more specific product review path.

Focus first on the top section of the page. Look for package names, short benefit statements, pricing prompts, and buttons that invite you to explore more, request a demo, start a trial, or contact the team. If the page includes comparison blocks or app highlights, use those as your first clue about where to go next. A package card helps when you want to compare bundled ERP options. An app catalog link helps when you want to browse available business areas. A direct module link helps when you already care about one function, such as Accounting, HR, Sales & CRM, Purchasing, or Reporting.

Choose your path based on what question you are trying to answer:

- **“Which ERP package fits my business?”** Open a package page.
- **“What apps are available?”** Open the ERP apps catalog.
- **“Can this module handle a specific process?”** Open a module detail page.

As you move through the page, pay attention to feature highlights, app category labels, and any sections that compare business outcomes. These elements help you decide whether to stay at the package level or drill down into a specific app.

If you need a refresher on how visitors arrive at these pages in the first place, see [Exploring Public Website Entry Pages and Destination Types](#).

[SCREENSHOT: ERP marketing page showing package cards, app links, and primary call-to-action buttons]

## Comparing ERP packages from package landing pages

A package landing page is the best place to compare bundled ERP options in **Sherkety ERP & Website Platform**. Open one from a marketing button or package card, then review the page from top to bottom. Start with the package header. This area usually tells you the package name, its intended business fit, and the main value it offers. If there is a pricing prompt or contact prompt near the top, note it, but keep reading before taking action.

Next, review the included feature list and any comparison content on the page. This is where you can separate a lighter package from a broader ERP offering. Look for clues about business scope: whether the package focuses on a few core functions or supports a wider set of workflows across finance, operations, sales, or people management. If the page highlights included apps, use those names to confirm whether the package covers the areas your team needs.

As you compare packages, pay attention to:

- **Included apps or business areas**
- **Feature highlights**
- **Who the package is positioned for**
- **Whether the page suggests expansion or broader coverage later**

If the package page links to specific apps or modules, open those links in sequence. For example, if a package mentions Accounting, Sales & CRM, HR, Purchasing, or Reporting, use those links to verify the depth behind the package summary. This helps you avoid choosing based only on headline text.

Use the conversion action that matches your stage:

- Click a **demo request** button when you want a guided walkthrough.
- Use a **contact** or **pricing inquiry** action when you need package clarification or commercial details.
- Use a **trial** action if you are ready to explore hands-on options offered from the page.

[SCREENSHOT: ERP package page with package header, included features, comparison content, and demo/contact actions]

## Browsing the app catalog to narrow down requirements

If package pages still feel broad, move into the ERP apps catalog. In **Sherkety ERP & Website Platform**, the catalog is useful when your team already knows the business

areas it wants to support and needs to confirm which apps are available. You can reach it from ERP marketing pages, package pages, or ERP-focused navigation links.

Once you open the catalog, scan the app tiles instead of opening everything at once. Each tile helps you narrow the list by showing the app name, a short description, and visual cues about the business area it belongs to. Use category navigation, filters, or search if those options are visible on the page. This is especially helpful when you want to focus on finance, sales, operations, HR, or reporting without getting distracted by unrelated apps.

A practical way to use the catalog is to map business needs to app names. For example:

- If you need invoicing and financial control, compare accounting-related entries.
- If you need lead tracking and customer follow-up, review Sales & CRM entries.
- If you need employee records or attendance support, open HR-related entries.
- If you need stock or procurement support, compare Inventory and Purchasing-related entries.

Open several related app tiles one after another. This helps you understand whether the catalog separates basic tasks from broader workflows. For example, one listing may focus on a narrow process, while another covers a larger operational area.

Treat the catalog as a requirement-checking screen. Before you contact the team, use it to confirm that the apps you need actually appear in the ERP offering. Then return to the package page and check whether your preferred package includes the apps you shortlisted.

[SCREENSHOT: ERP apps catalog showing app tiles, category navigation, and search or filtering controls]

## Inspecting module detail pages before contacting sales

A module detail page gives you the clearest view of a single ERP capability in **Sherkety ERP & Website Platform**. Open one from an app tile or a highlighted module link when you need more than a short summary. This is the right step when a stakeholder asks, “What exactly does this module do?” or “Is this enough for our process?”

Start with the module title and the opening description. This section usually explains the business problem the module addresses. Then continue to the detailed feature content. Read the feature descriptions carefully and look for screenshots, workflow

examples, or use-case sections that show how the module supports day-to-day work. These details help you judge whether the module is suitable for a standalone need or whether it works best as part of a broader ERP setup.

As you review the page, look for signs that the module connects to other parts of the ERP offering. A module page may point you toward related apps, broader package options, or complementary business areas. That matters when the workflow you need spans more than one function. For example, a finance review may lead you from accounting into reporting, while a sales review may lead you from Sales & CRM into follow-up or analytics-related pages.

Use module pages to answer questions like these:

- Does this page describe the exact process we need?
- Does the feature depth match our expectations?
- Does the workflow seem complete on its own?
- Are related modules mentioned that we may also need?

Compare several module pages before you contact the team. That side-by-side reading is especially useful for finance-first evaluations, sales automation reviews, or operations-focused planning.

[SCREENSHOT: module detail page with title, feature descriptions, screenshots, related links, and contact action]

## Choosing the right discovery path for your evaluation

The best discovery path depends on the question your team is trying to answer in **Sherkety ERP & Website Platform**. You do not need to follow every page in the same order. Instead, start with the screen that matches your evaluation goal, then move deeper only when you need more detail.

1. **Start with package pages** when you want to compare bundled ERP scope across several business functions. This is the fastest route if leadership is deciding between a smaller rollout and a broader ERP package. Package pages help you compare positioning, business fit, and overall coverage before you spend time on individual apps.
2. **Use the app catalog first** when your team already knows the processes it wants to support. If you are checking whether the ERP includes accounting, HR, Sales & CRM, Purchasing, or Reporting, the catalog gives you a direct way to confirm app availability and review short descriptions.

3. **Open module detail pages** when a department lead needs proof of specific functionality. This path is useful when someone wants to inspect feature depth before discussing pricing, rollout scope, or implementation.
4. **Return to the package page** after reviewing apps and modules. This final check helps you confirm that the package you are considering still aligns with the capabilities you identified during your deeper review.

A simple rule works well:

- **Broad comparison** → package page
- **Requirement matching** → app catalog
- **Feature validation** → module detail page

If you are evaluating with multiple stakeholders, one person can review packages while others inspect app and module pages, then compare notes before using the page's demo or contact action.

## Common issues when navigating from marketing pages

Sometimes the discovery path feels unclear because different pages answer different questions. In **Sherkety ERP & Website Platform**, the easiest fix is to switch page type instead of rereading the same screen.

If a package page feels too high-level, move to the ERP apps catalog. Package pages are useful for broad comparison, but they may not show enough detail to confirm whether the advertised ERP scope maps to concrete apps. The catalog gives you a more direct list of what is available.

If the app catalog feels too broad, open module detail pages. App tiles are helpful for scanning, but short descriptions may not answer detailed buyer questions. A module page gives you fuller feature descriptions, screenshots, and business use cases so you can validate exact functionality.

If several packages seem similar, use the links inside each package page to compare what is highlighted. One package may point toward a wider set of apps or deeper module coverage, even if the top-level wording sounds close. Open the related app or module links from each package page and compare what each path emphasizes.

If you are unsure where to ask for more information, return to the package page after narrowing your choices. That page is usually the best place to use the visible conversion action, such as a demo request, contact option, pricing inquiry, or trial prompt.

When you feel stuck, use this sequence:

- Start on the package page for broad fit
- Move to the app catalog for requirement matching
- Open module pages for detailed proof
- Return to the package page to take action

This approach keeps your review focused and prevents you from making a decision based only on marketing headlines.

## Overview

This document focuses on how a public visitor moves through ERP-related pages in **Sherkety ERP & Website Platform** to evaluate software offerings before making contact. The key idea is that ERP discovery does not happen on a single page. Instead, visitors usually move through three connected page types: package pages, the ERP apps catalog, and module detail pages.

Use package pages when you want to compare bundled offers at a high level. These pages help you understand overall business fit, included areas, and the main positioning of each ERP option. Move to the app catalog when you need to check whether the ERP includes the business functions your team cares about. Then open module detail pages when you need feature-level confirmation, screenshots, or use-case detail before speaking with the team.

This guide does not repeat the basics of how visitors enter public pages or how general page layouts work. For that background, refer to [Navigating Public Pages and Entry Points](#) and [Understanding Public Page Layouts and Visitor Actions](#). If you want more detail about ERP product entry points specifically, you can also continue with [Discovering ERP Products and Packages](#) and [Browsing the ERP Apps Catalog](#).

Keep this guide handy when you need to decide which page to use for comparison, requirement checking, or detailed feature validation. The goal is not just to browse pages, but to choose the shortest path to a confident ERP evaluation.

## Prerequisites

Before using the discovery paths in this guide, make sure you are already comfortable moving around the public website in **Sherkety ERP & Website Platform**. You should be able to recognize page headers, call-to-action buttons, navigation links, and content sections that lead to deeper product pages.

It helps if you already know:

- How to move between public pages using menus, buttons, and linked sections
- How to recognize ERP-focused pages versus business services pages
- How to use language switching if you browse in more than one language
- How to identify contact, demo, trial, or inquiry actions on public pages

You do not need admin access. Everything in this guide is based on the public website experience.

Before you start, prepare a short list of what your business wants to evaluate. For example:

- Finance and accounting needs
- Sales and customer management needs
- HR and employee management needs
- Purchasing, inventory, or operations needs
- Reporting and analytics needs

This list will help you decide whether to begin with a package page, the app catalog, or a module detail page. If your team is still deciding how to enter the public site or which page types exist, review [Browsing the Sherkety Public Website](#) and [Exploring Public Website Entry Pages and Destination Types](#).

From here, the next useful step is [Understanding Public Website Sections and Visitor Goals](#), which explains how different page sections support browsing, comparison, and inquiry decisions.