

Using Public Calls to Action and Conversion Paths

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Finding the Main Ways to Reach Out on Public Pages

On the public website in **Sherkety ERP & Website Platform**, the first engagement options usually appear in the most visible parts of a page: the header navigation, hero section, service highlights, package cards, ERP app pages, and the footer. These actions are designed for visitors who are still browsing as well as visitors who are ready to contact the team. You do not need to sign in to use them.

The main public calls to action fall into two groups:

- **Browsing actions**
 - **Learn More**
 - links to service pages
 - links to package pages
 - links to ERP app pages such as **Accounting, Sales & CRM, HR, Purchasing, and Reporting**
- **Conversion actions**
 - **Inquiry**
 - **Contact Us**
 - **Request Demo**
 - contact links in page sections or the footer

Browsing actions help you move deeper into the site so you can compare options. For example, you might start on the homepage, open a services section, choose a package or ERP app page, and read the details. Conversion actions are the points where you stop browsing and actively reach out.

A common visitor path looks like this:

1. Open a public page from the homepage, navigation menu, or a direct landing page.

2. Read the page sections, package details, or ERP feature highlights.
3. Click a visible action such as **Learn More**, **Inquiry**, **Request Demo**, or **Contact Us**.
4. Complete a form or move to the contact page.
5. Submit your details so the team can respond.

If you need a refresher on how public pages are structured before choosing an action, see [Understanding Public Page Layouts and Visitor Actions](#).

[SCREENSHOT: public page showing hero buttons, service cards, and footer contact actions]

Using Inquiry Buttons to Start a Conversation

Inquiry buttons are the easiest way to ask about a specific service, package, or ERP need without committing to a full product walkthrough. In **Sherkety ERP & Website Platform**, you are most likely to find these buttons on service pages, package sections, ERP-related landing pages, and other marketing pages that explain an offer in detail.

The button label may vary slightly depending on the page, but it will usually be a direct action such as:

- **Inquiry**
- **Get in Touch**
- **Ask About This Service**
- **Contact Us**

After you click an inquiry button, one of three things usually happens on the public website:

1. You are taken to a dedicated **Contact** page.
2. The page jumps to a contact or inquiry section lower on the same page.
3. A visible form area opens so you can enter your details.

The inquiry form is meant to capture enough information for a useful reply. You can expect fields like these:

Field	What you enter
Name	Your name
Email	Your email address

Field	What you enter
Company	Your business name
Phone	Your contact number
Message	Your question or service need

Use the **Message** box to explain what you want help with, such as accounting support, company registration, startup services, or whether a specific ERP module fits your business. This is what makes an inquiry useful: it gives the team context before any follow-up conversation begins.

An inquiry is best when you already know what caught your interest but still need clarification. It works well for questions about scope, fit, implementation approach, or whether a package matches your business stage.

[SCREENSHOT: inquiry form section with Name, Email, Company, Phone, and Message fields]

Requesting a Demo from Public Website Pages

A **Request Demo** action is aimed at visitors who are further along in their decision process. In **Sherkety ERP & Website Platform**, demo buttons are typically placed on ERP-focused pages, product highlight sections, and landing pages built for high-interest visitors who want more than a written overview.

You may see this action in places such as:

- ERP solution pages
- app-specific pages like **Accounting, Sales & CRM, HR, Purchasing, or Reporting**
- promotional sections that highlight business benefits or product capabilities
- package or offer sections that encourage a guided walkthrough

When you click **Request Demo**, the website leads you into a contact flow similar to an inquiry, but the purpose is more specific. Instead of asking a general question, you are signaling that you want someone to show you how the offering works. The form may ask for your contact details along with business context and what you want to discuss during the demo.

Typical demo request details include:

- your name

- your email address
- your company name
- your phone number
- a message about your business needs
- the ERP areas or topics you want to see

A demo request differs from a general inquiry because it shows stronger buying intent. You are not only asking whether something exists; you are asking for a guided explanation of features, workflows, or implementation fit. This is especially useful when page summaries and package descriptions are no longer enough to make a decision.

Choose **Request Demo** when you want a live, guided next step rather than continuing to compare pages on your own.

[SCREENSHOT: ERP product page with Request Demo button near feature highlights]

Exploring Packages Before Choosing a Contact Option

Package exploration links help you move from broad marketing content into more detailed offer pages. In **Sherkety ERP & Website Platform**, this often starts with a package card, a featured offer block, or a **Learn More** button inside a section that introduces services, startup support, or ERP-related options.

These links are important because they let you review the offer before you contact anyone. Instead of sending a message too early, you can open the package page and look for details such as:

- what the package includes
- which business need it is designed for
- how it compares with other options
- whether it focuses on services, ERP modules, or a combined offer

Visitors often follow this sequence:

1. Open a listing or overview page.
2. Click a package card or **Learn More** link.
3. Review the package details and compare the offer with other choices.
4. Decide whether the package fits the business need.
5. Use the page-level **Inquiry**, **Request Demo**, or **Contact Us** action.

This path is especially helpful for visitors who are still narrowing down their options. For example, someone comparing startup support, accounting services, or ERP packages may not be ready to contact the team immediately. The package page gives them enough detail to self-qualify first.

Package exploration also reduces confusion between “I need more information” and “I am ready to talk.” If you are still deciding between service levels or trying to understand the scope of an ERP offer, stay with the package links first. Once the page answers most of your comparison questions, the contact action on that same page becomes much easier to use with confidence.

[SCREENSHOT: package cards with Learn More buttons leading to detailed offer pages]

Using Contact Actions Across the Website to Reach the Right Team

General contact actions are spread across the public website so you can reach out whenever you are ready, even if you did not begin on a package or ERP page. In **Sherkety ERP & Website Platform**, these actions may appear in the header, inside page sections, in dedicated contact areas, and in the footer.

Common contact actions include:

- **Contact Us** buttons
- contact links in the navigation
- footer contact blocks
- direct email links
- direct phone links
- contact sections embedded within marketing pages

These broader contact options are useful when your question does not belong to one specific package or module. For example, you may want to ask about a partnership, a broad business services need, or a general pre-sales question that spans several offerings. In those cases, a general **Contact Us** action is a better fit than a package-specific inquiry button.

The contact page or embedded contact section usually asks for standard details so the team can understand who is reaching out and why. You will typically see fields such as:

Field	Purpose
Name	Identifies the sender
Email	Provides a reply address
Subject	Gives a short topic
Company	Adds business context
Message	Explains the request

Some contact areas may also show direct alternatives such as a phone link or email link. That gives you a second option if you prefer not to use the form.

Repeated contact actions across headers, content sections, and footers are there to reduce friction. You can browse several pages, decide to engage at any point, and use the nearest visible contact option instead of searching back through the site.

[SCREENSHOT: footer with Contact Us link, direct contact details, and supporting navigation]

Choosing the Best Conversion Path for Your Intent

The best action depends on how clear your need is and how far along you are in your decision. In **Sherkety ERP & Website Platform**, the public website gives you several paths so you can choose the one that matches your intent instead of forcing every visitor into the same form.

Use an **Inquiry** button when you have a specific question about a service, package, or ERP fit. This is the right choice if you want a tailored response but are not yet asking for a guided walkthrough. For example, you may already know which page interests you but still need clarification about scope, suitability, or implementation approach.

Use **Request Demo** when you are actively evaluating an ERP solution and want a guided presentation. This path is better when you want to see how features and workflows could support your business rather than only reading summaries on the page.

Use **Learn More** or package links first when you are still comparing options. If you are deciding between service tiers, startup offers, or ERP modules, opening the detailed page first helps you understand what each offer includes before you contact the team.

Use **Contact Us** or another general contact action when your request is broader than a single page. This is often the best route for organization-level introductions, partnership discussions, or questions that span several services.

A simple way to choose is:

- **Need clarification about one offer?** Use **Inquiry**
- **Want a guided walkthrough?** Use **Request Demo**
- **Still comparing options?** Use **Learn More**
- **Have a broader question?** Use **Contact Us**

Choosing the right path helps you reach the team with the right level of detail from the start.

Overview

Public calls to action in **Sherkety ERP & Website Platform** are the points where browsing turns into engagement. As you move through homepage sections, service pages, package listings, ERP app pages, and footer links, you will see a clear mix of reading actions and contact actions. Reading actions such as **Learn More** and package links help you compare offers. Contact actions such as **Inquiry**, **Request Demo**, and **Contact Us** help you start a direct conversation.

The key thing to remember is that these actions are available on the public website. You do not need an account, and you do not need to enter the admin area. A visitor can arrive on a landing page, read the content, open a package page, and submit a form entirely through the public-facing experience.

This document focused on how to recognize the difference between those actions and when to use each one:

- use package links to explore
- use inquiry buttons to ask about a specific offer
- use demo requests for a guided product discussion
- use general contact actions for broader questions

If you are comparing where these actions appear within page layouts, continue using the page-reading habits covered in [Understanding Public Page Layouts and Visitor Actions](#). The next helpful step is [Using Public Website Navigation Patterns Across Marketing Pages](#), which shows how these actions repeat across different page types.

Prerequisites

You do not need any special access before using the public calls to action in **Sherkety ERP & Website Platform**. These actions are designed for public visitors and are available directly from the website's marketing and information pages.

Before you choose a contact path, it helps to have a few basics ready so you can complete the form clearly and avoid back-and-forth later:

- a clear idea of whether you are asking about **business services**, **company registration**, **accounting services**, or an **ERP module**
- your preferred contact details, usually your **name** and **email**
- your **company name** if the request is business-related
- a short explanation of what you want to know or evaluate
- enough time to review the page before clicking **Inquiry**, **Request Demo**, or **Contact Us**

It also helps if you have already done one of the following:

- browsed the homepage or a service page
- opened a package or ERP detail page
- identified whether you need a general contact action or a page-specific action

If you are still getting comfortable with how visitors move through the public website, review [Navigating Public Pages and Entry Points](#) and [Browsing the Sherkety Public Website](#). Those guides make it easier to recognize where contact buttons appear and how visitors typically reach them.