Using Public Page Actions to Request Information

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Recognizing the Actions Visitors Can Take on Public Pages

On public pages in **Sherkety ERP & Website Platform**, the most important actions are the buttons and links that move you from reading into contacting the team. These actions usually appear as clear call-to-action buttons such as **Request a Demo**, **Contact Us**, **Get in Touch**, or other service-focused prompts placed near the main page message.

You will usually see these actions in a few repeated places across the website:

- Near the top of a page in the hero banner
- Inside service or solution sections after key benefits are explained
- Around pricing, package, or comparison content
- Near ERP module highlights such as HR, Sales & CRM, Purchasing, Reporting, or Accounting
- In contact-focused sections near the bottom of a page
- In the footer, where broader contact options are often repeated

Primary actions are usually the most visually prominent. For example, **Request a Demo** is typically used when Sherkety ERP & Website Platform wants to guide you toward a product walkthrough or sales conversation. Secondary actions such as **Contact Us** or **Ask a Question** are often used for broader questions, early research, or service-related inquiries.

These buttons are meant for public visitors. You do not need to sign in to use them. Instead of taking you into an account area, they usually do one of the following:

- Open a contact form
- Scroll you to an inquiry section on the same page
- Send you to a dedicated contact page
- Start a more direct outreach path tied to the page topic

If you need help deciding whether you are on a services page or an ERP product page before clicking, see Choosing Between Services Pages and ERP Product Pages.

[SCREENSHOT: public page showing a hero banner with a primary Request a Demo button and a secondary Contact Us button]

Requesting More Information from Inquiry Prompts

Use an inquiry-focused action when you want answers before committing to a product walkthrough. In **Sherkety ERP & Website Platform**, these actions may appear as **Contact Us**, **Get in Touch**, or a page-specific prompt placed beside service descriptions, comparison content, or business guidance sections.

1. Open the public page that matches your interest, such as a service page, company type page, or ERP-related page.
2. Click the inquiry action shown on that page, such as **Contact Us** or **Get in Touch**.
3. Complete the contact form or follow the page to the inquiry section.
4. Enter your details and describe what you need.
5. Submit the form.

After you click the prompt, one of three things usually happens: the page jumps down to an embedded contact section, a form opens directly on the page, or you are taken to a separate contact page. The layout may vary by page, but the purpose is the same: give you a simple way to ask for more information.

The form typically asks for basic contact details and a short message. Common fields include:

Field	What to enter
Name	Your name
Email address	The address where you want a reply
Company name	Your business name
Message or requirements	Your question, goals, or service needs

Use this route when you are still gathering information. It fits questions such as whether a service matches your business, what kind of support is available, or whether a page's offer is suitable for your company stage. If you are exploring broader contact options, Contacting Sherkety Through Forms and Direct Channels covers those paths in more detail.

[SCREENSHOT: inquiry form with fields for name, email address, company name, and message]

Submitting a Demo Request

Choose **Request a Demo** when you want more than a general answer and are ready to see how an ERP offering works in practice. In **Sherkety ERP & Website Platform**, this is usually the main button on ERP-focused pages, module landing pages, and solution sections where the goal is to move you into a sales conversation.

1. Go to the ERP page or solution page you want to evaluate.
2. Click **Request a Demo**.
3. Review the form or handoff screen that opens.
4. Fill in your business details and explain what you want to see.
5. Submit the request.

A demo request usually starts from a prominent button in the hero area or near feature highlights. After clicking, you may be taken to a request form, a dedicated contact section, or another sales-led handoff step. The page is designed to capture enough information for a more focused follow-up than a general inquiry.

Demo requests often collect details such as:

Field	Why it matters
Name	Identifies who requested the demo
Business email	Gives the team a direct reply channel
Company	Helps place the request in business context
Role	Shows whether you are evaluating, approving, or researching
Needs or use case	Helps shape the walkthrough around your priorities

Use the message area to be specific. Mention the module you are interested in, such as HR, Sales & CRM, Purchasing, Reporting, or Accounting, and note the business problem you want to solve. That helps the follow-up stay relevant to what you were viewing.

A demo request signals stronger buying intent than a general **Contact Us** action. If you are still comparing options at a higher level, you may want to review Using ERP

System Landing Pages to Evaluate Offerings first.

[SCREENSHOT: ERP module page with a prominent Request a Demo button leading to a request form]

Following Next-Step Actions to the Right Contact Channel

Public pages in **Sherkety ERP & Website Platform** do not all send you to the same place. The wording on the button usually tells you what kind of contact path you are choosing. Reading that label carefully helps you avoid landing in a broader contact route when you really want a page-specific follow-up.

Some common next-step patterns include:

- **Contact Us** or **Get in Touch**
  Best for general questions, early research, or broad service discussions.
- **Request a Demo**
  Best when you want a guided walkthrough of an ERP product or module.
- Service-specific prompts
  Best when you are already reading about a particular offer and want to continue that exact conversation.
- Direct contact actions
  Best when the page presents an immediate outreach option instead of a longer form process.

A broad action such as **Talk to Sales** or **Contact Us** is useful when you are not yet sure which service, package, or ERP module fits your needs. A narrower action tied to a page section is usually better when you already know the topic. For example, if you are on an HR page, a demo or inquiry action there is more likely to keep your request connected to HR rather than sending a general message.

Context matters. A button placed beside pricing content, feature comparisons, or a service explanation usually continues the conversation from that exact topic. That is why page-specific actions are often the fastest way to reach the right team with the right context.

There is also a practical difference between immediate-contact actions and form-based actions:

- Immediate-contact actions try to connect you quickly
- Form-based actions collect your details first so the follow-up can be more informed

If you want help understanding how these actions fit into broader visitor journeys, see Using Public Calls to Action and Conversion Paths.

Choosing the Best Action for Your Buying Stage

The best button to click depends on how far along you are in your decision process. In **Sherkety ERP & Website Platform**, public page actions are designed for different levels of readiness, from early questions to active product evaluation.

If you are still comparing options, use an inquiry-style action such as **Contact Us** or **Get in Touch**. This is the right choice when you need clarification on:

- Whether a service or ERP module fits your business
- How pricing is approached
- What kind of implementation support may be available
- Whether a page's offer matches your company size or goals

If you want to see the product in action, choose **Request a Demo**. This works best when you can already describe your business scenario, the module you care about, or the evaluation criteria you want to discuss. A demo request is especially useful after reading detailed ERP pages and deciding you want a guided walkthrough rather than general information.

Use direct contact actions when you already know what you want to discuss and want the fastest handoff possible. This is common after reading a focused service page, a package page, or a specific ERP module page where your need is already clear.

Try to match the action to the page you are on. If you are reading about Accounting, use the Accounting-related contact path on that page. If you are reviewing HR or Sales & CRM, use the action shown there instead of going back to a general contact route. That keeps your request aligned with the content you just reviewed and makes your message easier to understand.

For help deciding what kind of page you are on before choosing a next step, refer back to Choosing Between Services Pages and ERP Product Pages.

Fixing Problems When Public Page Actions Do Not Lead Anywhere

If a public page action does not behave as expected in **Sherkety ERP & Website Platform**, start by checking what that button is supposed to do on the page you are viewing. Some buttons open a form, some scroll to a contact section lower on the same page, and others take you to a separate contact page. If nothing seems to happen, look down the page first to see whether you were moved to an inquiry section without noticing.

If a form opens but you cannot submit it, review the fields carefully. A missing **Name**, **Email address**, **Company name**, or **Message** can stop the form from going through. Also check whether the email address is entered in a normal email format. If the page highlights a field or keeps the **Submit** action from completing, that usually means one of the required entries needs attention.

If you end up in the wrong place, you may have clicked a broad contact action instead of a page-specific one. For example, **Contact Us** may take you to a general inquiry path, while **Request a Demo** on the same page may lead to a more focused sales route. Return to the original page and choose the action that matches your goal more closely.

If you submitted a request but do not receive follow-up, review the email address you entered and submit again with clearer details. Include your company name and a short explanation of what you want, such as the service, package, or ERP module you are asking about. That gives the receiving team enough context to respond properly.

When pages show loading messages or error messages instead of the expected contact area, see Understanding Loading Placeholders Empty States and Errors and Responding to Missing Content and Retry Messages.

Overview

Public page actions in **Sherkety ERP & Website Platform** are the visitor-facing buttons and links that turn browsing into outreach. They appear across service pages, ERP pages, solution sections, and contact-focused areas, giving you a direct way to ask questions, request a walkthrough, or move into a sales conversation without signing in.

The main actions usually fall into three groups:

- General inquiry actions such as **Contact Us** or **Get in Touch**
- Product-led actions such as **Request a Demo**
- Contextual next steps tied to a specific service, package, or ERP module

The label and placement of each action matter. A hero banner button is often the strongest invitation on the page. A button near pricing, features, or a comparison section usually reflects the topic you were just reading. Footer contact actions provide a broader fallback when you want to reach out from anywhere on the site.

Use inquiry actions when you need clarification, use demo actions when you want a guided product presentation, and use direct contact paths when your need is already clear. Matching your action to the page context helps your request reach the most relevant follow-up path.

This guide focuses on what to click and when to use each option. For broader page-reading patterns before you act, see Understanding Public Page Layouts and Visitor Actions. For a wider view of how visitors move from interest to outreach, continue with Contacting Sherkety Through Forms and Direct Channels.

Prerequisites

Before using public page actions in **Sherkety ERP & Website Platform**, make sure you have the basics needed to complete an inquiry or demo request smoothly:

- You are on a public page related to the topic you want to discuss, such as a service page, company type page, or ERP module page
- You know whether you want general information or a product walkthrough
- You have your contact details ready, especially your **Name** and **Email address**
- You can provide your **Company name** if the form asks for it
- You can describe your question, requirements, or use case in a short message

It also helps to decide which type of action fits your goal before clicking:

- Choose **Contact Us** or **Get in Touch** for broad questions
- Choose **Request a Demo** for a guided product presentation
- Choose a page-specific action when you want to continue the exact topic shown on that page

If you are still orienting yourself on the public website, these guides may help first:

- Browsing the Sherkety Public Website
- Navigating Public Pages and Entry Points
- Using Public Calls to Action Across Marketing Pages

Once you are comfortable recognizing the page type and the action labels, you can move from reading to contacting with much less guesswork.