

Using Public Website Navigation Patterns Across Marketing Pa

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Recognizing the Main Public Page Layouts

Across the public side of **Sherkety ERP & Website Platform**, most marketing pages follow a familiar structure so you can move around without relearning the page each time. At the top, you usually start with the main header area, where the primary navigation stays in a consistent position. This is where visitors look first for links to services, ERP-related pages, company information, and contact destinations. Just below that, many pages open with a large hero section that introduces the page topic and often includes one or more prominent buttons.

Under the hero section, the page usually continues with stacked content sections. These sections are typically separated by clear headings, short descriptions, grouped cards, comparison blocks, or feature tiles. This repeated layout helps you recognize whether you are still reading overview content or moving toward a more decision-focused area. For example, a page centered on ERP offerings usually highlights modules, app categories, feature groups, or product-focused actions. A business services page is more likely to emphasize service descriptions, company setup guidance, accounting support, or package comparisons. A contact-oriented page shifts the focus toward inquiry actions, direct contact options, or form-based next steps.

You can also stay oriented by watching for repeated visual patterns:

- The main menu remains in the header area
- Section titles break long pages into clear topics
- Cards or tiles often lead to deeper pages
- Buttons appear at the top and again later in the page
- Footer links repeat important destinations such as contact pages and supporting information

When the page is mostly explaining offerings, comparisons, or benefits, you are still in informational marketing content. When you begin seeing stronger action prompts such

as demo, trial, consultation, or contact buttons, you are moving closer to a service, ERP, or inquiry destination.

[SCREENSHOT: Public marketing page showing header, hero banner, content sections, CTA buttons, and footer links]

Moving Through the Website from Header to Footer

When you browse marketing pages in **Sherkety ERP & Website Platform**, the easiest way to move between major areas is to start with the header. The top navigation acts as your main route between public sections, especially when you want to switch from general company messaging to service pages, ERP pages, or contact destinations. If you already know what you want, use the header menu first. This keeps you from scrolling through a long page just to find another branch of the site.

1. Start at the top navigation and choose the broad area that matches your goal, such as services, ERP-related content, or contact.
2. On the page you open, review the hero section. The hero usually contains the page title, a short introduction, and one or more main buttons that move you deeper into that topic.
3. Scroll through the body sections and use in-page buttons, linked cards, or highlighted content blocks to continue. These links often take you from an overview page into a more specific destination.
4. If you reach the bottom of a page and still need another route, use the footer links. The footer often repeats key destinations that were available earlier in the header.

This top-to-bottom pattern is especially useful on longer pages. A visitor might enter through a homepage section, read a feature block, click a mid-page button to explore ERP modules, then use the footer to jump to contact information without returning to the top. That makes the footer more than a closing section—it works as a backup navigation area when the main menu is no longer on screen.

If you need more detail on how page entry points work before moving through these sections, see [Navigating Public Pages and Entry Points](#). If you want a closer look at button behavior and decision points, see [Using Public Calls to Action and Conversion Paths](#).

Using Calls to Action to Reach ERP, Services, and Contact Pages

Calls to action appear throughout public marketing pages in **Sherkety ERP & Website Platform**, and their placement usually tells you how important the next step is. The most visible ones are in the hero section near the top of the page. These are often the first buttons a visitor sees and usually point to a major next step, such as exploring ERP offerings, reviewing a service area, or contacting Sherkety.

As you scroll, you may see the same action repeated in section-level buttons. This is common on longer pages and helps you continue without scrolling back up. You may also find linked cards or tiles that act like navigation shortcuts. For example, a card can open a specific ERP app page, a business service detail page, or another informational page. Near the bottom, the footer may include contact prompts or repeated links to important destinations.

The wording on the button usually tells you what kind of page will open next:

- **Explore, Learn More**, or similar wording usually leads to more information
- ERP-related labels usually point to ERP overview pages or app-specific pages
- Service-focused labels usually lead to business service pages
- Contact, consultation, demo, or trial wording usually moves you closer to inquiry or outreach

A useful way to read these buttons is to separate informational actions from conversion-focused actions. Informational actions help you keep browsing. These often open another public page with more details. Conversion-focused actions are for visitors who are ready to speak with someone, request a next step, or begin a more direct path.

If two buttons appear side by side, compare the labels before clicking. One may keep you in a browsing path, while the other may take you to a contact-oriented destination. That difference matters when you are deciding whether you want more details first or are ready to reach out immediately.

[SCREENSHOT: Hero section with primary CTA, secondary CTA, and repeated section-level buttons lower on the page]

Following Marketing Paths Based on What You Are Looking For

Visitors usually follow one of a few common paths through the public pages in **Sherkety ERP & Website Platform**. The path depends on whether they are

evaluating ERP products, looking for business services, or simply trying to understand what Sherkety offers.

A prospective ERP buyer often starts on a broad marketing page, homepage section, or ERP-related landing page. From there, the next step is usually an ERP button, app card, or module link. After opening the ERP area, the visitor reviews product-focused content such as module overviews, app categories, feature sections, and package options. Once the visitor has enough context, the path often shifts to a stronger action such as a demo request, trial-related option, or contact page. If you are following this route, ERP labels, app names, and product comparison sections are the clearest signs that you are on the right track.

A business services visitor usually begins on a general marketing page or service-related section, then selects a service card or service link. From there, the visitor compares offerings such as accounting support, company registration guidance, or startup-related services. The move from browsing to action usually happens when a consultation, contact, or inquiry option appears after the service details.

Mixed pages can present both branches at once. On these pages, use three clues to choose correctly:

- The main heading
- The hero message
- The CTA label

If the page talks about modules, apps, or ERP capabilities, follow the ERP path. If it focuses on business setup, accounting services, or service packages, follow the services path. If both appear together, the CTA wording is usually the fastest way to separate them.

The switch from browsing to taking action usually happens when you click a contact button, open an inquiry page, or choose a consultation-oriented CTA. Until then, you are still in the evaluation stage.

Understanding How Marketing Pages Connect to Other Destinations

Public marketing pages in **Sherkety ERP & Website Platform** are connected to several destination types rather than working as isolated pages. As you browse, most links and buttons lead into one of four categories: ERP pages, business service pages, contact pages, or supporting informational pages such as company-type

guidance, FAQs, or policy-related content. Understanding these categories makes it easier to predict where a click will take you.

Some pages act as hubs. A hub page introduces a topic and then offers several onward paths through cards, grouped links, or multiple calls to action. The ERP system page and app-related entry pages are examples of this kind of structure because they help visitors branch into more specific product areas. Service-oriented overview pages can work the same way by sending visitors to accounting, company registration, or startup-related details. Other pages are closer to final conversion pages, where the main goal is no longer exploration but contact, inquiry, or a direct next step.

Internal links, CTA buttons, and footer links all support this connected flow. A visitor might begin on a general page, move into a service detail page, compare options, and then use a footer contact link to continue. That path is intentional and helps visitors move naturally from awareness to decision.

Page element	Most common destination	What it usually means
Header menu	ERP pages, service pages, informational pages	Broad navigation between major public sections
Hero buttons	ERP pages, service pages, contact pages	Main next step for the current page topic
Section cards or tiles	Deeper ERP or service detail pages	Topic-specific exploration
Mid-page CTA buttons	Contact pages or focused offer pages	Move from reading into action
Footer links	Contact pages, support pages, repeated key destinations	Secondary navigation when you reach the bottom

This connected structure is what makes the public website feel like a guided journey rather than a set of disconnected pages.

Avoiding Common Navigation Misunderstandings

A common mistake on public pages in **Sherkety ERP & Website Platform** is assuming that every page with marketing language serves the same purpose. The quickest way to avoid that confusion is to read the page heading and the hero message first. These two elements usually tell you whether the page is about ERP products, business services, or broader company-level information. If the heading

highlights apps, modules, or ERP capabilities, you are likely in a product path. If it highlights accounting, registration, or startup support, you are likely in a services path.

Another misunderstanding is treating repeated buttons as duplicates that can be ignored. On longer pages, repeated CTA buttons are there so you can act from the section you are currently reading. You do not need to scroll back to the top to continue. If the same button appears more than once, it is usually reinforcing the main next step rather than adding a different action.

Keep these habits in mind while browsing:

- Confirm the page topic from the heading before clicking deeper links
- Read the button label carefully instead of assuming all buttons lead to the same place
- Use repeated CTA buttons as shortcuts on long pages
- Check the footer if you cannot find contact or supporting links in the current section
- Use card titles and section headings to tell whether a link opens ERP content, service content, or general information

Mixed pages can be especially tricky because they may offer both ERP and service paths side by side. In those cases, choose the CTA whose label matches your goal most closely. A button for ERP exploration is not the same as a contact prompt, and a service comparison link is not the same as a direct inquiry route.

If you want more help reading shared navigation cues such as repeated links, footer patterns, and page structure, see [Understanding Public Page Layouts and Visitor Actions](#).

Overview

This document focuses on the shared navigation patterns visitors encounter across public marketing pages in **Sherkety ERP & Website Platform**. The goal is not to explain every individual page in detail, but to help you recognize how pages are organized and how to move confidently between them. Across the public website, visitors commonly move between general brand pages, business service pages, ERP pages, company-type guidance pages, and contact destinations. The same navigation habits work across all of these areas.

The most important patterns covered here are:

- Recognizing the repeated page structure of header, hero section, content blocks, CTA buttons, and footer
- Understanding how button labels signal whether a link leads to more information or to a direct next step
- Following the difference between ERP-focused journeys and business-services journeys
- Using the footer as a reliable backup route when the main menu is no longer visible
- Identifying when a page is acting as a hub with multiple onward choices versus a page meant to drive contact or inquiry

This guide builds on the ideas in [Using Public Calls to Action and Conversion Paths](#), especially if you already understand how buttons and prompts encourage action. Here, the focus is broader: how those actions fit into the full page-to-page journey across the public website.

You do not need admin access for anything in this guide. Everything described here is part of the visitor-facing website experience. The examples apply whether you begin on the homepage, a services page, a company-type page, an ERP app page, or another public destination. The shared layout patterns make these pages easier to read and easier to navigate once you know what to look for.

Prerequisites

You do not need any setup, account, or special permission to use the navigation patterns described in this guide. These instructions apply to the public browsing experience in **Sherkety ERP & Website Platform**, so they are useful whether you are a first-time visitor or returning to compare options.

Before using this guide, it helps if you are already comfortable with a few basic public website concepts:

- Opening public pages and moving between entry points
- Recognizing standard page sections such as headers, hero areas, content blocks, and footers
- Understanding that some buttons are meant for continued browsing while others lead to inquiry or contact steps

If those ideas are still new, review these related guides first:

- [Browsing the Sherkety Public Website](#)

- [Navigating Public Pages and Entry Points](#)
- [Understanding Public Page Layouts and Visitor Actions](#)

It also helps to know your goal before you start browsing. For example, you may be trying to:

- Explore ERP modules such as HR, Sales & CRM, Purchasing, Accounting, or Reporting
- Compare business services such as accounting support or company registration guidance
- Find a contact page or inquiry path
- Move from a general marketing page to a more specific destination

If your main interest is evaluating where a page journey leads after you click through these navigation paths, the next guide to read is [Understanding Public Page Journeys From Homepage to Inquiry](#).