



[Content only](#) pages in Kentico allow you to define a page alias as part of their URL. Page alias is a part of a URL that identifies a page using human-readable keywords. Usually, page alias is something that describes the content it identifies. One of the motivations for using page aliases to identify pages is to improve the site's [SEO](#).

For example, a page alias for an article that talks about coffee brewing techniques could be defined as "coffee-brewing-techniques". The way page aliases are used on your website will depend on how you want the URLs of content on your site to look.

To define a page alias in content only pages

1. Open the **Pages** application.
2. Click on the page for which you want to define a page alias. This needs to be a [content only](#) page.
3. Click on **Properties -> Page alias**.
4. Enter a page alias in the **Page alias** field.
5. **Save**.

The page now uses the defined page alias as its identifier.

See how developers can [display pages identified by page aliases](#).