



Page Alias

Help Documentation

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This feature is only available to site administrators.

Page aliases are a great way to apply "friendly" names to pages on a site that have long, complex URLs. For example, if your site is dynamically generated or uses query strings for pages, which is a common occurrence with Content Management Systems and shopping carts, using Page Aliases is a great way to simplify how your site data is displayed. This makes it much easier to read and understand the copious amounts of data available within SmarterTrack. To better illustrate how Page Aliases work, here is a concrete example.

Suppose the page URL for a the details page of a product on your site is `"/furniture/home/livingroom/endtables/elegant_collection/detail.aspx?prodid=3,"` where `"prodid=3"` is a specific model of end table. In the reports that return that page's URL, that is how the details page is listed in your results. Now imagine you have 150 different living room end tables featured on your site. Trying to keep the data straight about the different products and pages on your site can be a nightmare.

To resolve the confusion, adding in the Page Alias "Elegant End Table - Cherry" for that long URL makes identifying specific pages, and even specific products, much easier when viewing your reports. This is especially true if you are passing that information along to business owners, partners or even investors. The easier it is to identify information, the more impactful that information will be.

To access this section, click the settings icon . Then expand the Site Settings folder and click Page Aliases in the navigation pane. A list of existing page aliases will load in the content pane.

In addition, Page Aliases can be added right from reports themselves by selecting that option in the dropdown that appears at the end of rows (where applicable).

To add a new page alias, click New in the content pane toolbar. To edit a page alias, select the desired page alias and click Edit in the content pane toolbar. The following options will be available:

- Page Path - The page for which the alias is created.
- Page Alias - The friendly name of the page.