To use URL Alias you need to be running apache with mod_rewrite enabled.

In your opencart directory rename htaccess.txt to .htaccess.

For any support issues please visit: http://www.opencart.com

Options +FollowSymlinks

# Prevent Directory listing
Options -Indexes

# Prevent Direct Access to files
<FilesMatch "\.(tpl|ini|log)">
  <IfModule mod_authz_core.c>
    # apache 2.4
    Require all denied
  </IfModule>
  <IfModule !mod_authz_core.c>
    # apache 2.2
    Order deny,allow
    Deny from all
  </IfModule>
</FilesMatch>

# SEO URL Settings
RewriteEngine On

# If your opencart installation does not run on the main web folder make sure you folder it does run in ie. / becomes /shop/

RewriteCond %{HTTP_HOST} !^www.
RewriteRule ^(.*)$ http://www.%{HTTP_HOST}/$1 [R=301,L]

RewriteCond %{HTTPS} off
RewriteCond %{QUERY_STRING} !_route_=s/.*
RewriteRule (.*) https://%{HTTP_HOST}%{REQUEST_URI} [L,R=301]

RewriteBase /
RewriteRule ^sitemap.xml$ index.php?route=feed/google_sitemap [L]
RewriteRule ^googlebase.xml$ index.php?route=feed/google_base [L]

#notice these routes are intentionally wrong to ensure that a 404 is returned
RewriteRule ^sitemap.xml$ index.php?route=error [L]
RewriteRule ^scripts/(.*) /index.php?_route_=error [L]
RewriteRule ^libraries/cassis/cassis.js - [L]
RewriteRule ^libraries/(.*) /index.php?_route_=error [L]
RewriteRule ^system/(.*) /index.php?_route_=error [L]
RewriteRule ^config/(.*) /index.php?_route_=error [L]
RewriteRule ^$ index.php [L,QSA,E=HTTP_AUTHORIZATION: %{HTTP: Authorization}]
RewriteCond %{REQUEST_FILENAME} !-f
RewriteCond %{REQUEST_FILENAME} !-d
RewriteCond %{REQUEST_URI} !.*\.(ico|gif|jpg|jpeg|png|js|css)
RewriteRule ^([^?]*) index.php?_route_=$1 [L,QSA,E=HTTP_AUTHORIZATION: %{HTTP: Authorization}]

### Additional Settings that may need to be enabled for some servers
### Uncomment the commands by removing the # sign in front of it.
### If you get an "Internal Server Error 500" after enabling any of the following
### settings, restore the # as this means your host doesn't allow that.

# 1. If your cart only allows you to add one item at a time, it is possible
    register_globals is on. This may work to disable it:
    # php_flag register_globals off

# 2. If your cart has magic quotes enabled, This may work to disable it:
    # php_flag magic_quotes_gpc Off

# 3. Set max upload file size. Most hosts will limit this and not allow it to be
    overridden but you can try
    # php_value upload_max_filesize 999M

# 4. set max post size. uncomment this line if you have a lot of product options or are
    getting errors where forms are not saving all fields
    # php_value post_max_size 999M

# 5. set max time script can take. uncomment this line if you have a lot of product
    options or are getting errors where forms are not saving all fields
    # php_value max_execution_time 200

# 6. set max time for input to be recieved. Uncomment this line if you have a lot of
    product options or are getting errors where forms are not saving all fields
    # php_value max_input_time 200

# 7. disable open_basedir limitations
    ""
# php_admin_value open_basedir none