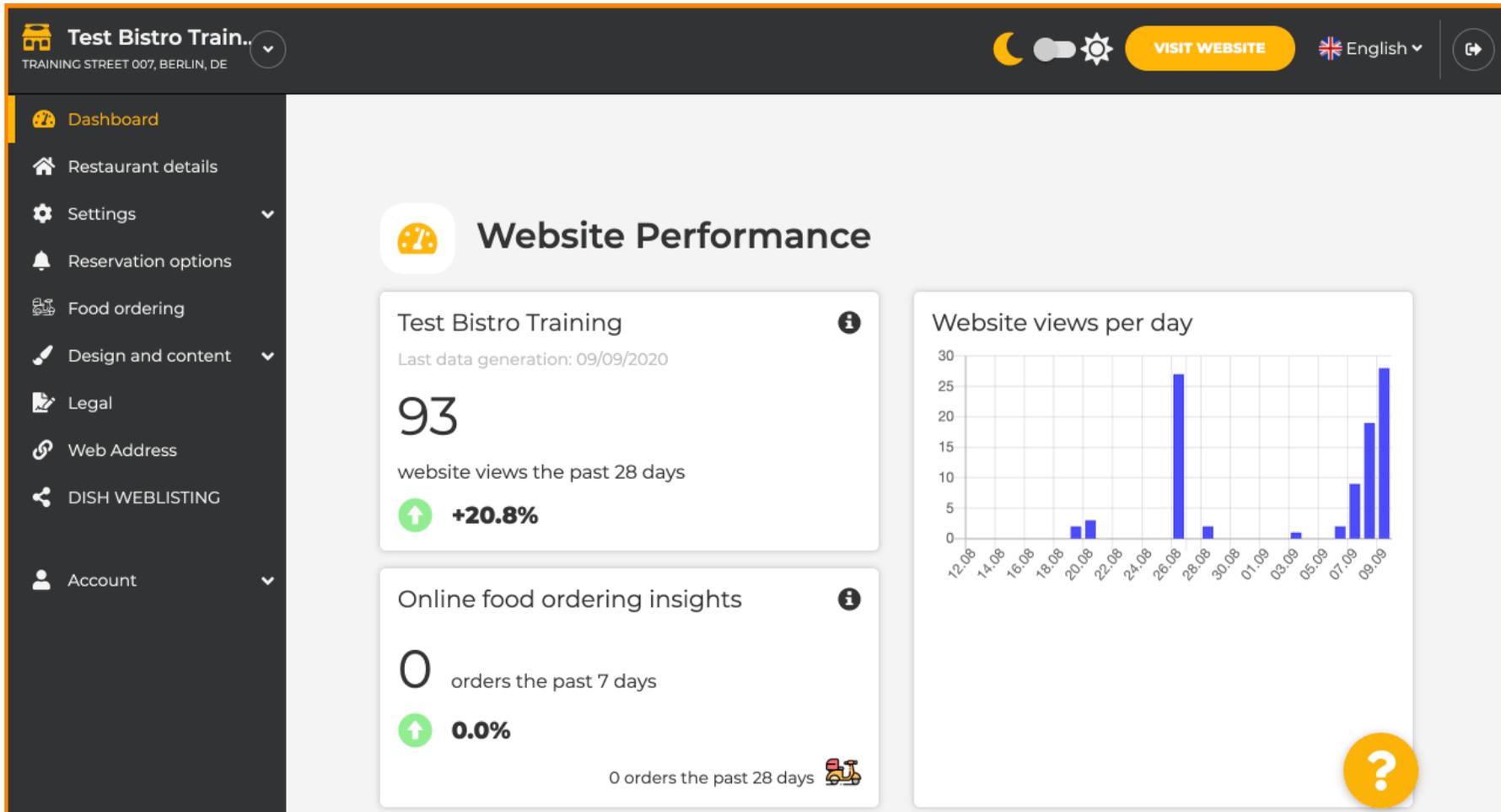


The first step is to log in to your **DISH Website account**. Note: <https://website.dish.co>



Once you are logged in, click on **Design and content**.

The screenshot shows the dashboard for 'Test Bistro Training' (TRAINING STREET 007, BERLIN, DE). The top navigation bar includes a 'VISIT WEBSITE' button and a language selector set to 'English'. The left sidebar menu contains several options, with 'Design and content' highlighted by an orange box. The main content area features three widgets: 'Website Performance' showing 93 website views (a +20.8% increase), 'Online food ordering insights' showing 0 orders (0.0% change), and a 'Website views per day' bar chart. The chart shows a significant spike in views on 26.08. A question mark icon is visible in the bottom right corner of the dashboard area.

Date	Views
12.08	0
14.08	0
16.08	0
18.08	0
20.08	2
22.08	3
24.08	0
26.08	27
28.08	2
30.08	0
01.09	0
03.09	1
05.09	0
07.09	9
08.09	19
09.09	28

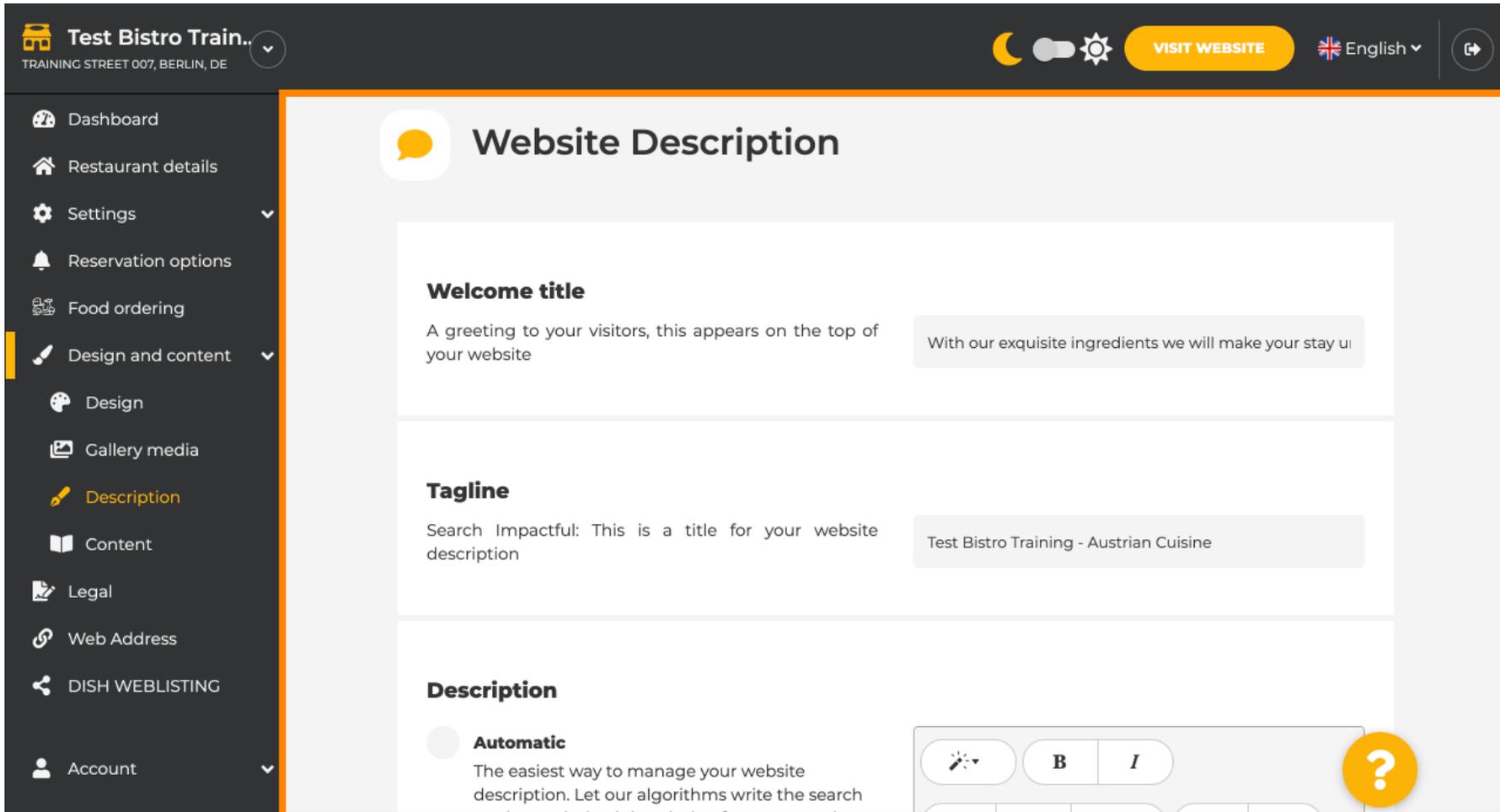


And then click on **Description**.

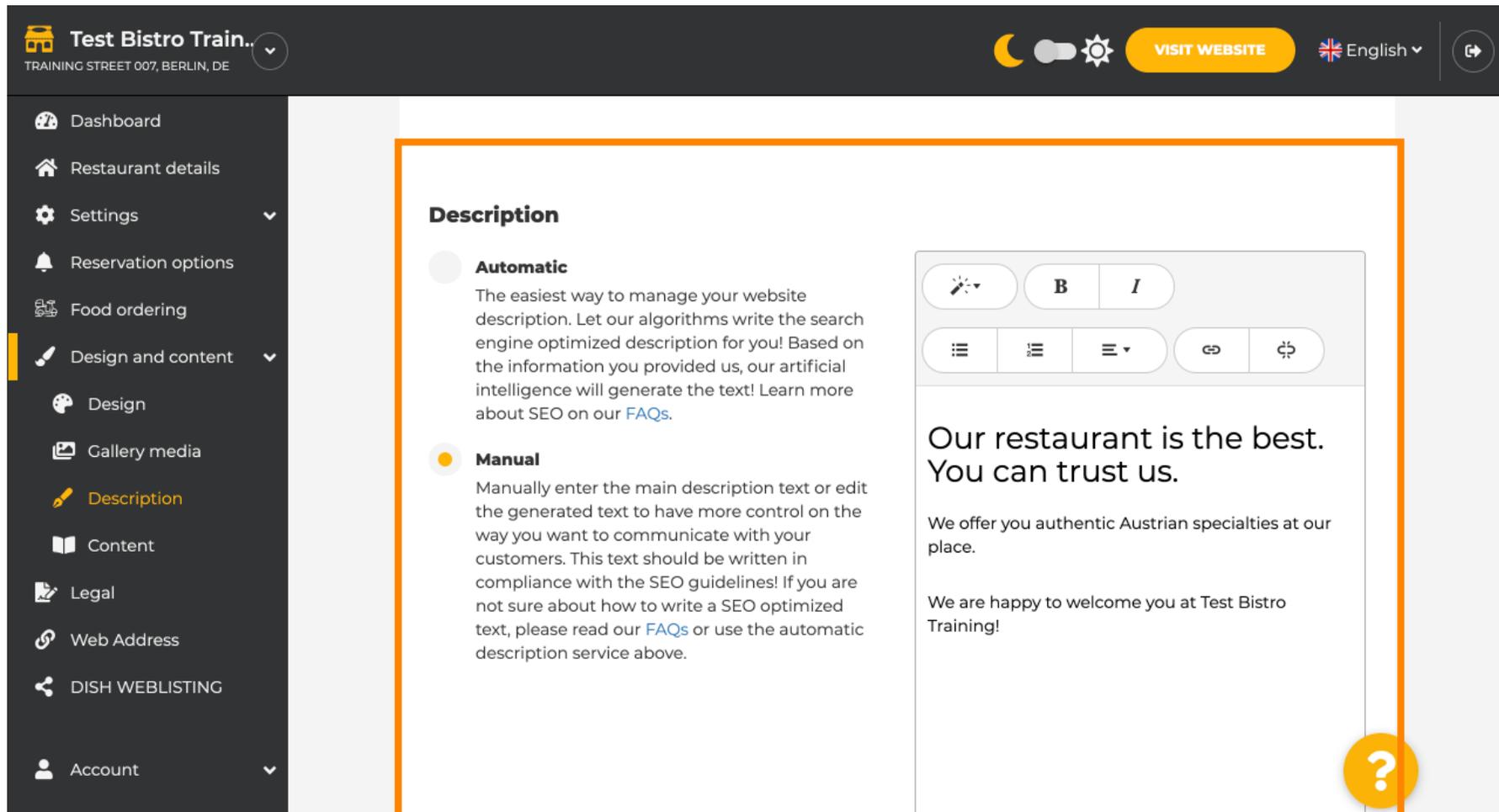
The screenshot shows the DISH website management dashboard for 'Test Bistro Training'. The left sidebar contains a menu with the following items: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted with an orange box), Design, Gallery media, Description (highlighted with an orange box), Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area features a 'Website Performance' section with two cards. The first card, 'Test Bistro Training', shows a score of 93 for website views the past 28 days, with a +20.8% increase. The second card, 'Online food ordering insights', shows 0 orders the past 7 days and 0 orders the past 28 days. To the right is a bar chart titled 'Website views per day' showing data from 12.08 to 09.09. A 'VISIT WEBSITE' button is located in the top right corner of the dashboard.

Date	Views
12.08	0
14.08	0
16.08	0
18.08	0
20.08	2
22.08	3
24.08	0
26.08	0
28.08	27
30.08	2
01.09	0
03.09	1
05.09	2
07.09	9
08.09	19
09.09	28

 You are now at the **Website Description** section, where you can adjust settings und edit descriptions.



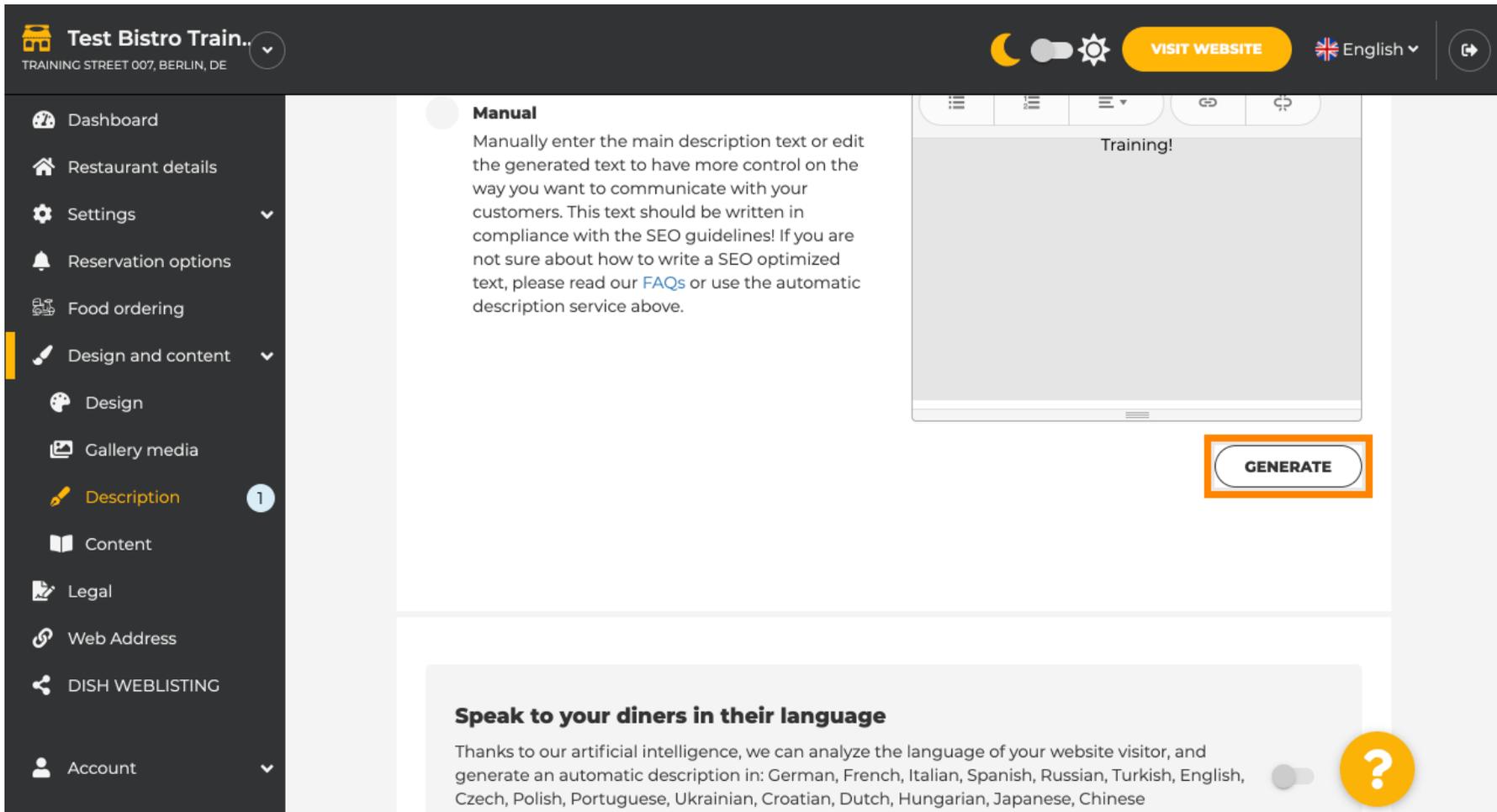
-  Scroll down to the description section. At **Description**, the main description of your establishment can be edited.



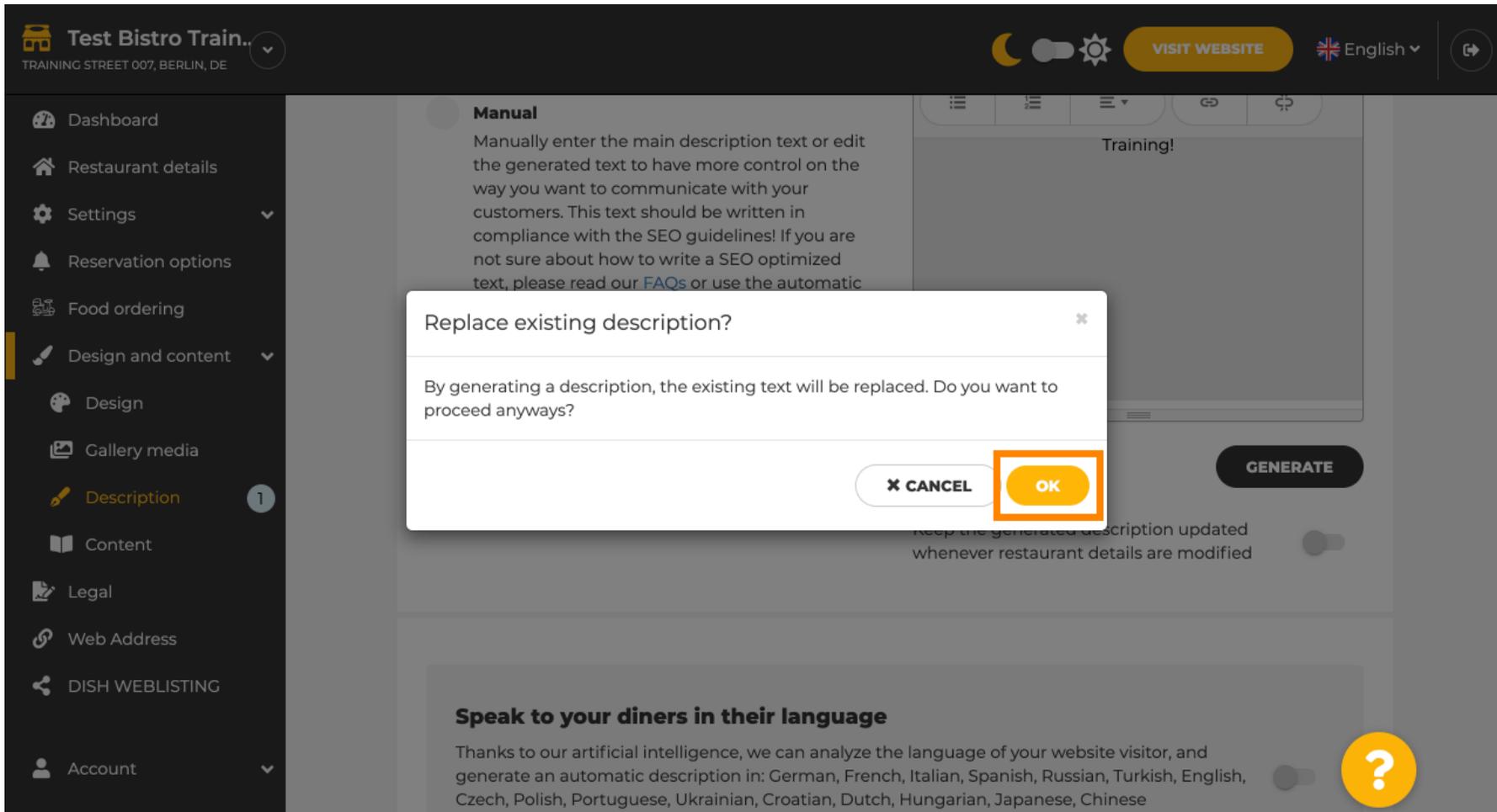
To activate the AI description function, click on **automatic**. Note: The automatic description is a feature only included in DISH Professional.

The screenshot shows the DISH website management interface. At the top, there's a header with the restaurant name 'Test Bistro Train..' and location 'TRAINING STREET 007, BERLIN, DE'. On the right, there are icons for moon, a toggle switch, a gear, a 'VISIT WEBSITE' button, and a language selector set to 'English'. A left sidebar contains navigation items: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted), Design, Gallery media, Description (highlighted), Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area is titled 'Description' and has two radio button options: 'Automatic' (selected and highlighted with an orange box) and 'Manual'. The 'Automatic' option is described as the easiest way to manage the website description, where algorithms generate SEO-optimized text based on provided information. The 'Manual' option allows for editing the generated text for more control. To the right, a preview window shows a rich text editor with bold and italic buttons, followed by a preview of the generated text: 'Our restaurant is the best. You can trust us. We offer you authentic Austrian specialties at our place. We are happy to welcome you at Test Bistro Training!'. A yellow question mark icon is visible in the bottom right corner of the preview area.

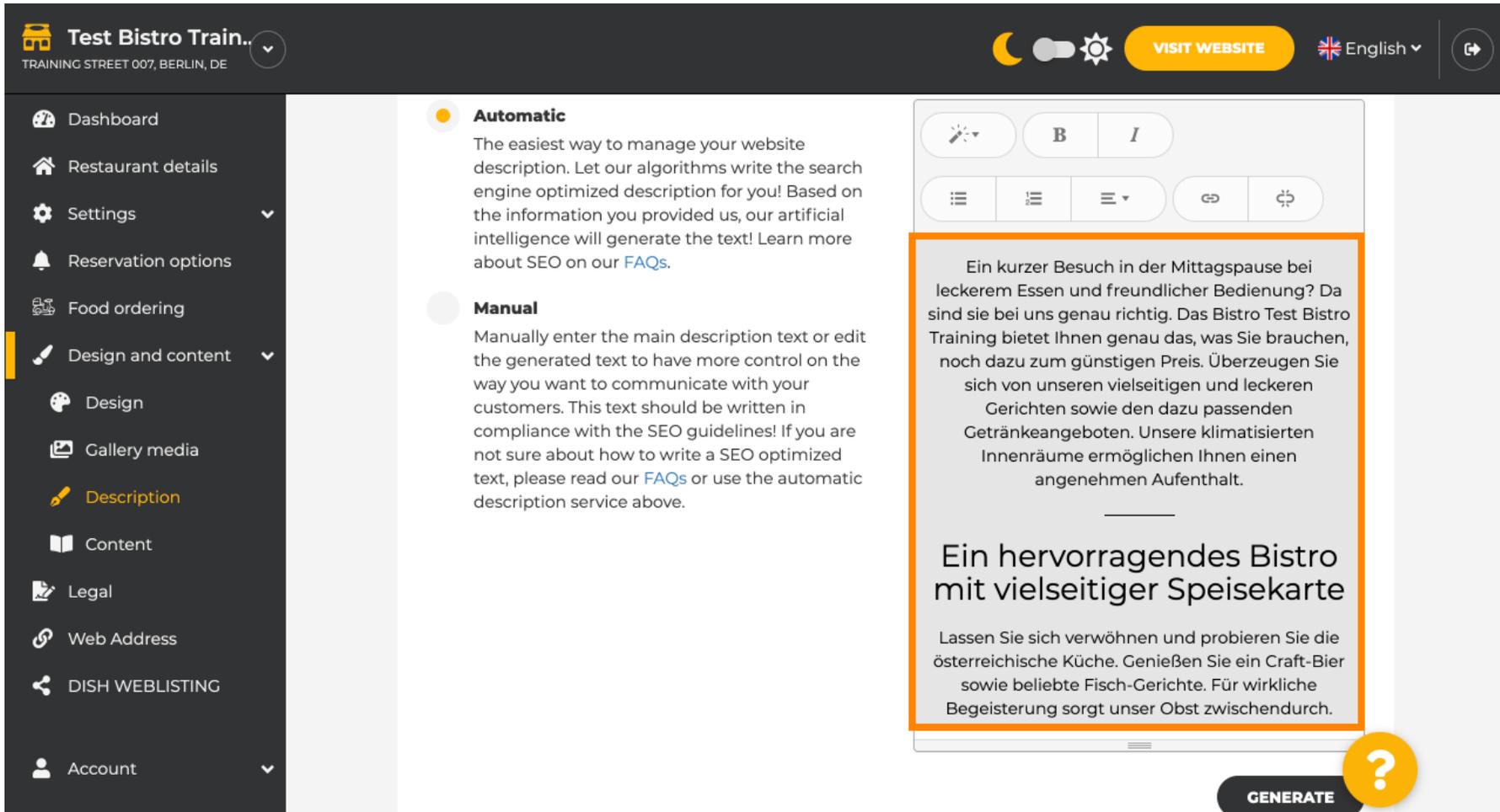
- To now let the new setting become effective, click on **generate**. This will generate your individual Google optimised description text based on the details of your establishment.



Your existing description will be replaced. Click on **OK** to proceed.



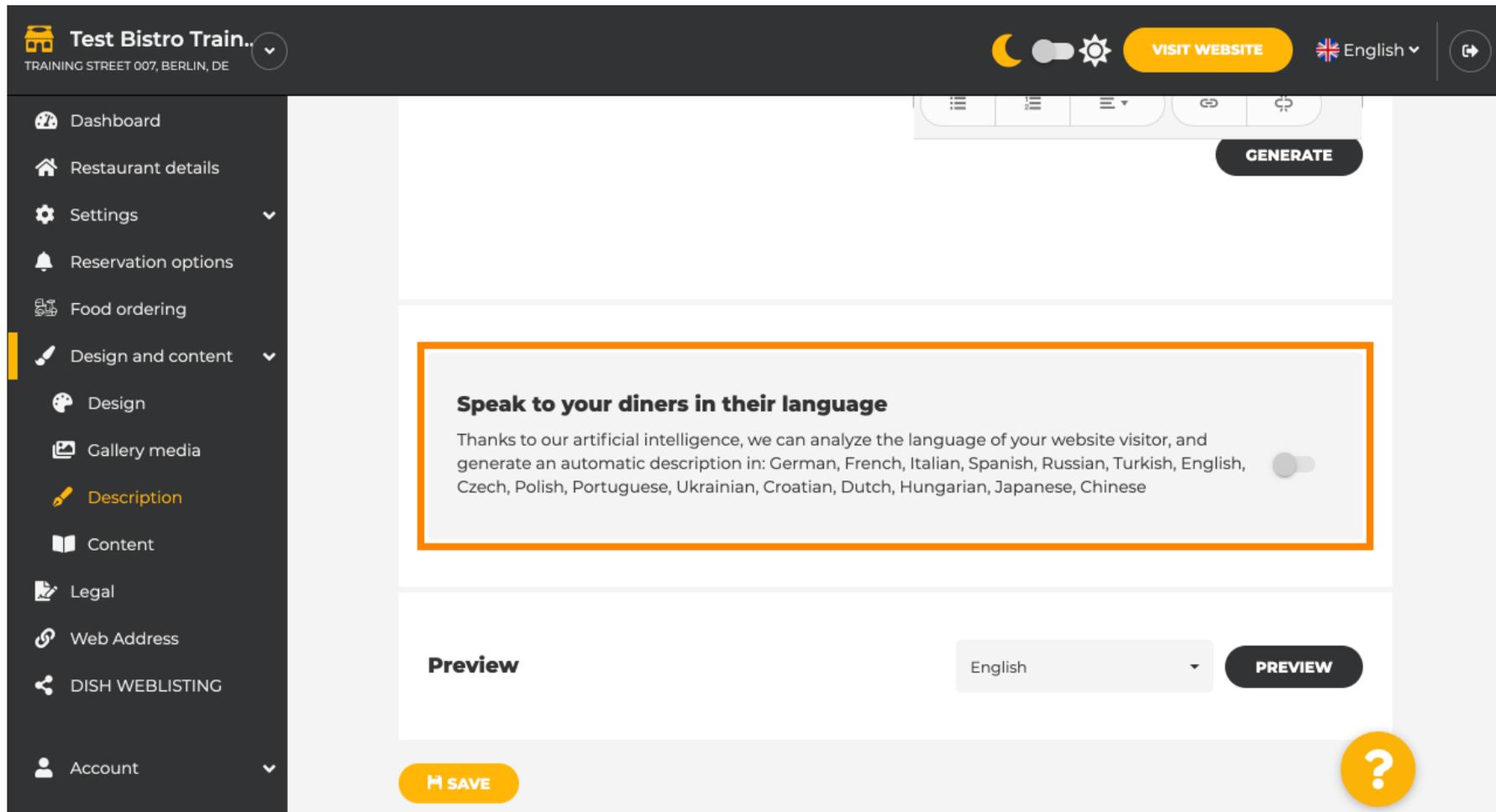
 The new **generated description** is displayed in the set language of your DISH account.



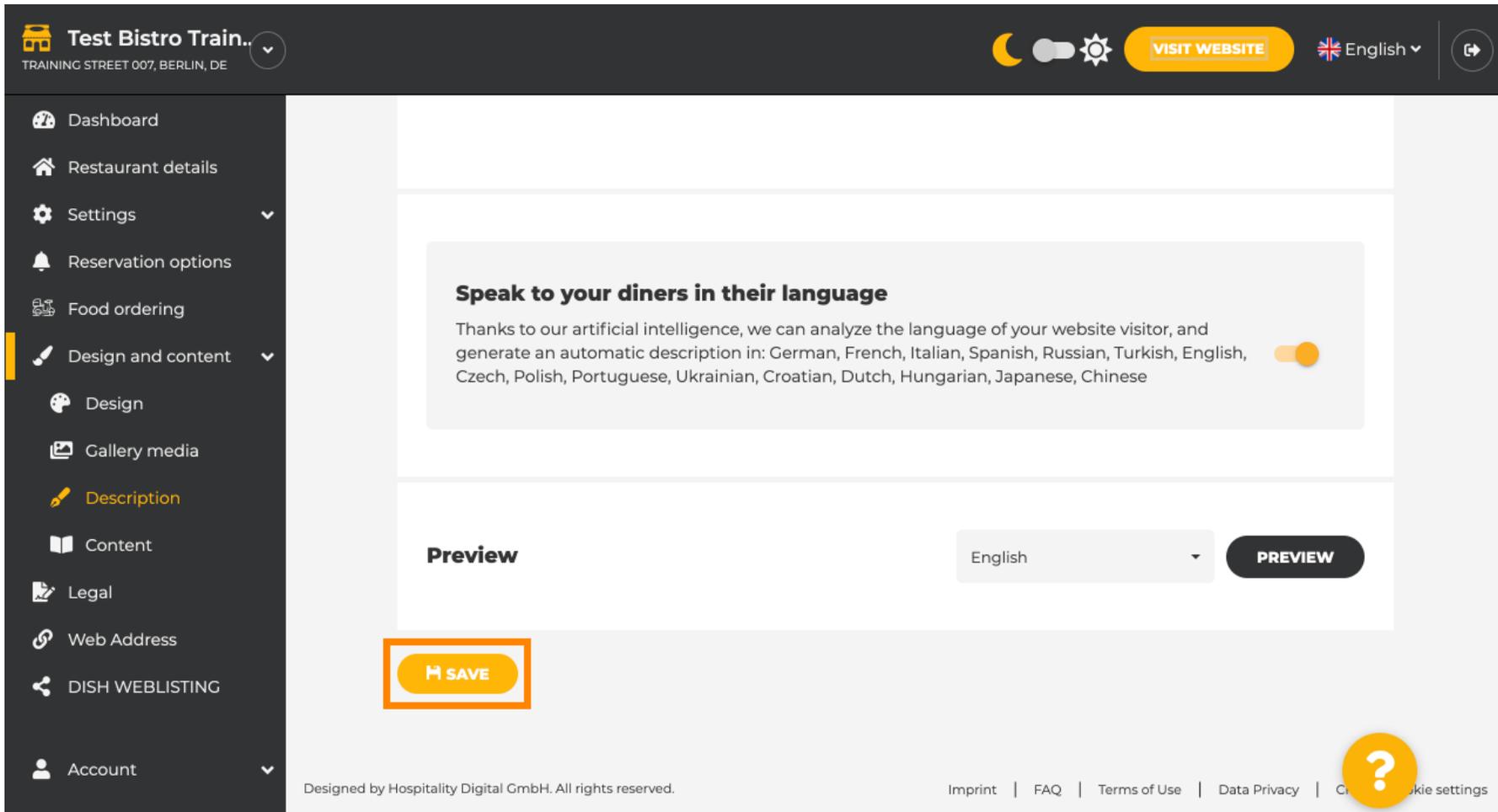
The screenshot shows the DISH website management interface for 'Test Bistro Train..' in Berlin, DE. The left sidebar contains navigation options: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted), Design, Gallery media, Description (highlighted), Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area shows two options for managing the website description: 'Automatic' and 'Manual'. The 'Automatic' option is selected, and the generated German text is displayed in a preview window, highlighted with an orange border. The text reads: 'Ein kurzer Besuch in der Mittagspause bei leckerem Essen und freundlicher Bedienung? Da sind sie bei uns genau richtig. Das Bistro Test Bistro Training bietet Ihnen genau das, was Sie brauchen, noch dazu zum günstigen Preis. Überzeugen Sie sich von unseren vielseitigen und leckeren Gerichten sowie den dazu passenden Getränkeangeboten. Unsere klimatisierten Innenräume ermöglichen Ihnen einen angenehmen Aufenthalt.' Below this is a sub-heading 'Ein hervorragendes Bistro mit vielseitiger Speisekarte' and another paragraph: 'Lassen Sie sich verwöhnen und probieren Sie die österreichische Küche. Genießen Sie ein Craft-Bier sowie beliebte Fisch-Gerichte. Für wirkliche Begeisterung sorgt unser Obst zwischendurch.' A 'GENERATE' button with a question mark icon is visible at the bottom right of the preview area.



If you want to activate that your description is displayed in the visitor's language, click on the **switch**.  
**Note: Our AI analyses the language of the visitor und adapt it immediately.**



Make sure to apply all changes by clicking on **SAVE**.

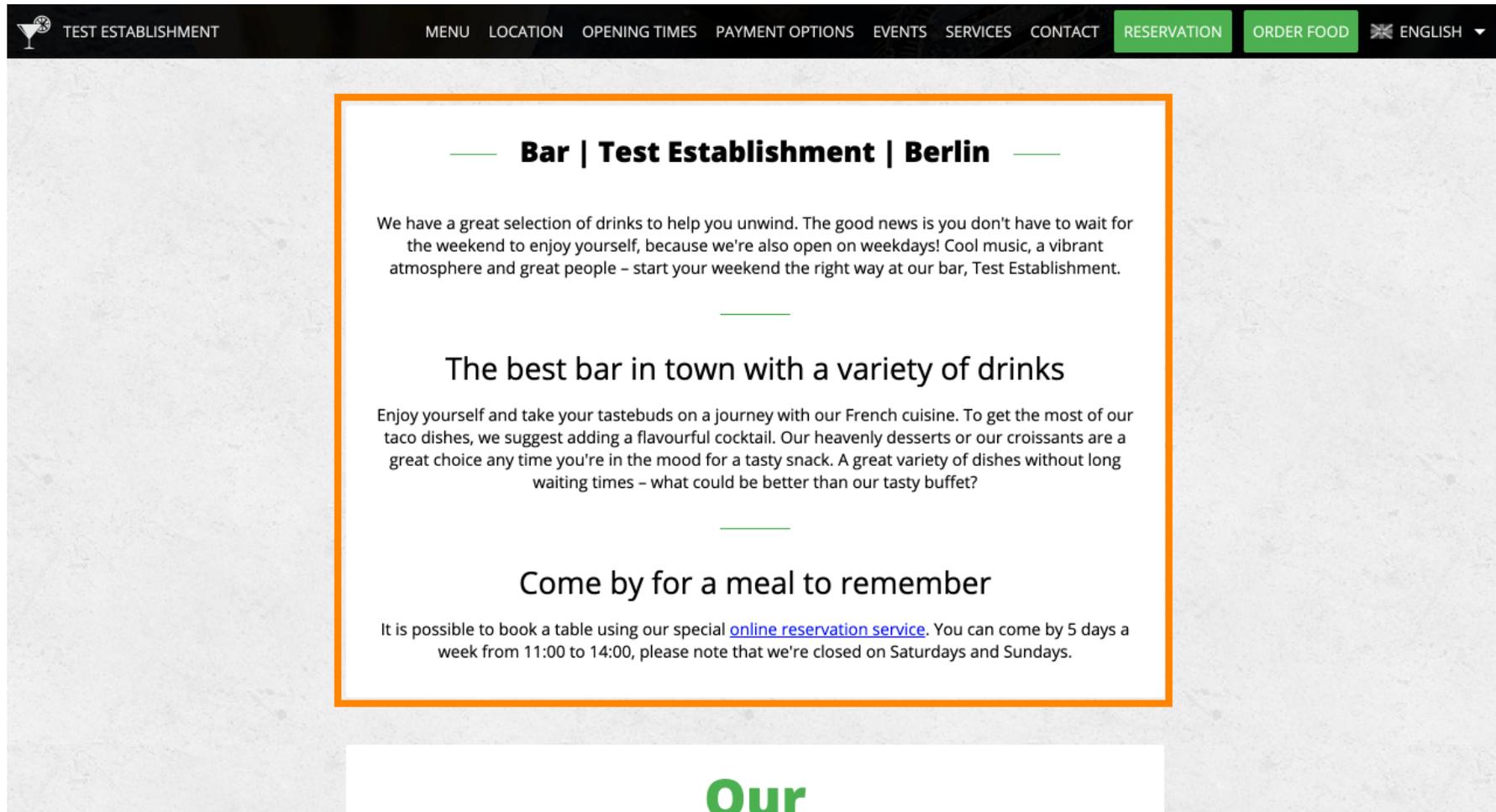


Click on **PREVIEW** to see the effective changes on your own website.

The screenshot shows the DISH website management interface. On the left is a dark sidebar with a menu including: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted), Design, Gallery media, Description, Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area is titled 'Test Slovakia' and includes a 'VISIT WEBSITE' button and a language selector set to 'English'. A toggle switch for 'Speak to your diners in their language' is turned on. Below this, there is a 'Preview' section with a language dropdown set to 'English' and a 'PREVIEW' button highlighted with an orange border. A 'SAVE' button is located below the preview section. At the bottom, there is a footer with 'Designed by Hospitality Digital GmbH. All rights reserved.' and links for Imprint, FAQ, Terms of Use, Data Privacy, and Cookie settings. A yellow question mark icon is in the bottom right corner.



This is your new **AI generated description**.



TEST ESTABLISHMENT

MENU LOCATION OPENING TIMES PAYMENT OPTIONS EVENTS SERVICES CONTACT RESERVATION ORDER FOOD ENGLISH

### Bar | Test Establishment | Berlin

We have a great selection of drinks to help you unwind. The good news is you don't have to wait for the weekend to enjoy yourself, because we're also open on weekdays! Cool music, a vibrant atmosphere and great people – start your weekend the right way at our bar, Test Establishment.

### The best bar in town with a variety of drinks

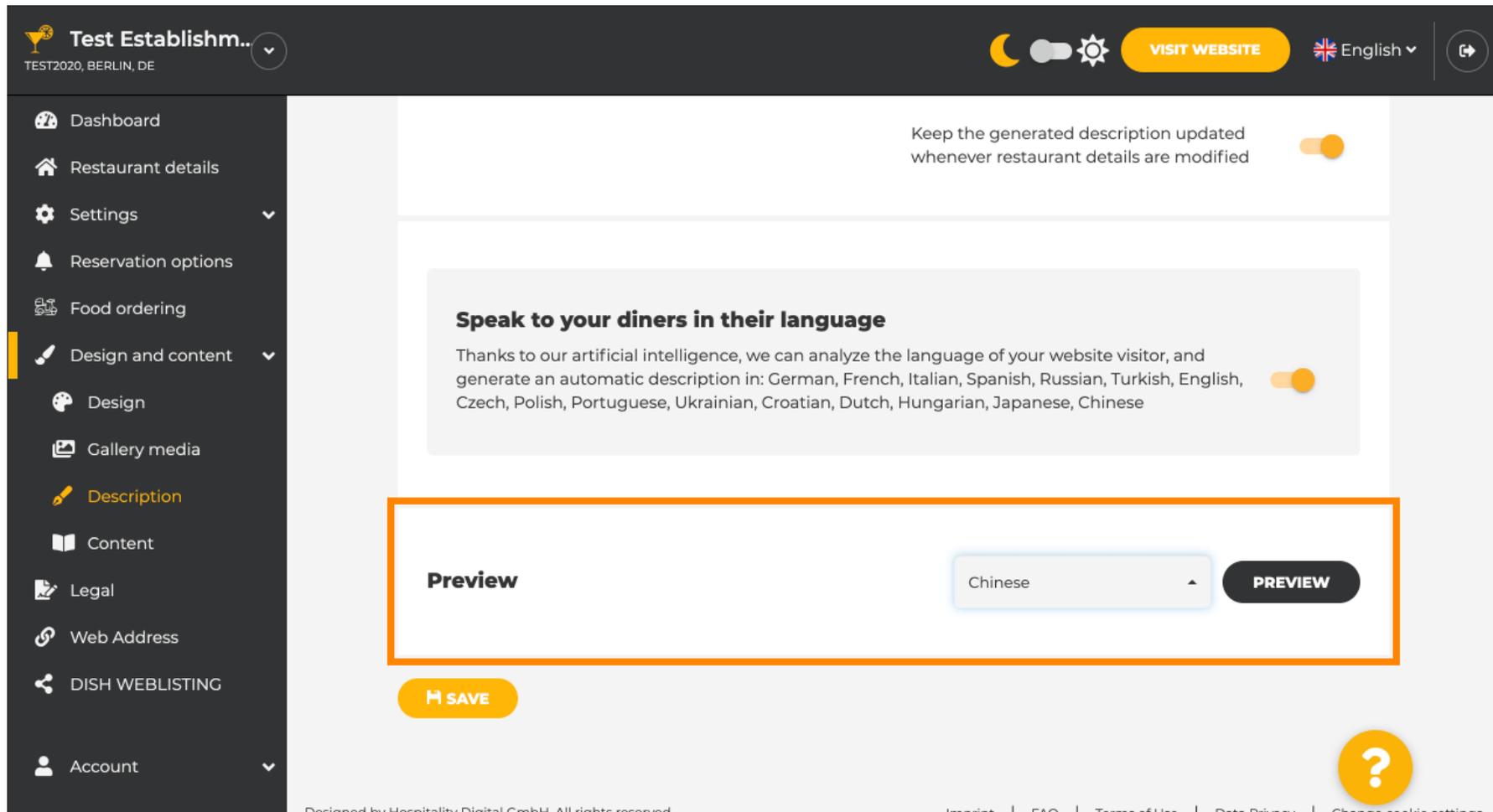
Enjoy yourself and take your tastebuds on a journey with our French cuisine. To get the most of our taco dishes, we suggest adding a flavourful cocktail. Our heavenly desserts or our croissants are a great choice any time you're in the mood for a tasty snack. A great variety of dishes without long waiting times – what could be better than our tasty buffet?

### Come by for a meal to remember

It is possible to book a table using our special [online reservation service](#). You can come by 5 days a week from 11:00 to 14:00, please note that we're closed on Saturdays and Sundays.

**Our**

- To see what your website would look like in another language, select **another language** in the dropdown menu und click on **PREVIEW**.





In this case, we choose to display the website in Chinese. That's it. You are done.





Scan to go to the interactive player