



La première étape consiste à vous connecter à votre **compte sur le site Web DISH**. **Remarque : <https://website.dish.co>**

The screenshot shows a dashboard for 'Test Bistro Training' with the following components:

- Header:** Restaurant name 'Test Bistro Train..' and address 'TRAINING STREET 007, BERLIN, DE'. Navigation icons for moon, toggle, and sun. A 'VISIT WEBSITE' button and language selector 'English'.
- Left Sidebar:** Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content, Legal, Web Address, DISH WEBLISTING, Account.
- Main Content:**
 - Website Performance:** Card for 'Test Bistro Training' showing 93 website views the past 28 days with a +20.8% increase. Last data generation: 09/09/2020.
 - Online food ordering insights:** Card showing 0 orders the past 7 days and 0 orders the past 28 days with a 0.0% increase.
 - Website views per day:** Bar chart showing daily views from 12.08 to 09.09. A yellow question mark icon is in the bottom right corner.

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	2
07.09	9
09.09	28

Une fois connecté, cliquez sur **Conception et contenu** .

The screenshot shows the DISH dashboard for 'Test Bistro Training' (TRAINING STREET 007, BERLIN, DE). The navigation menu on the left includes: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, **Design and content** (highlighted with an orange box), Legal, Web Address, DISH WEBLISTING, and Account. The main content area features a 'Website Performance' section with two cards: 'Test Bistro Training' showing 93 website views (up 20.8%) and 'Online food ordering insights' showing 0 orders (up 0.0%). A bar chart titled 'Website views per day' shows data from 12.08 to 09.09, with a peak of 27 views on 26.08. A 'VISIT WEBSITE' button and language selector (English) are in the top right.

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	2
07.09	9
08.09	19
09.09	27

Et puis cliquez sur **Description**.

Test Bistro Training
TRAINING STREET 007, BERLIN, DE

Website Performance

Test Bistro Training
Last data generation: 09/09/2020

93
website views the past 28 days
+20.8%

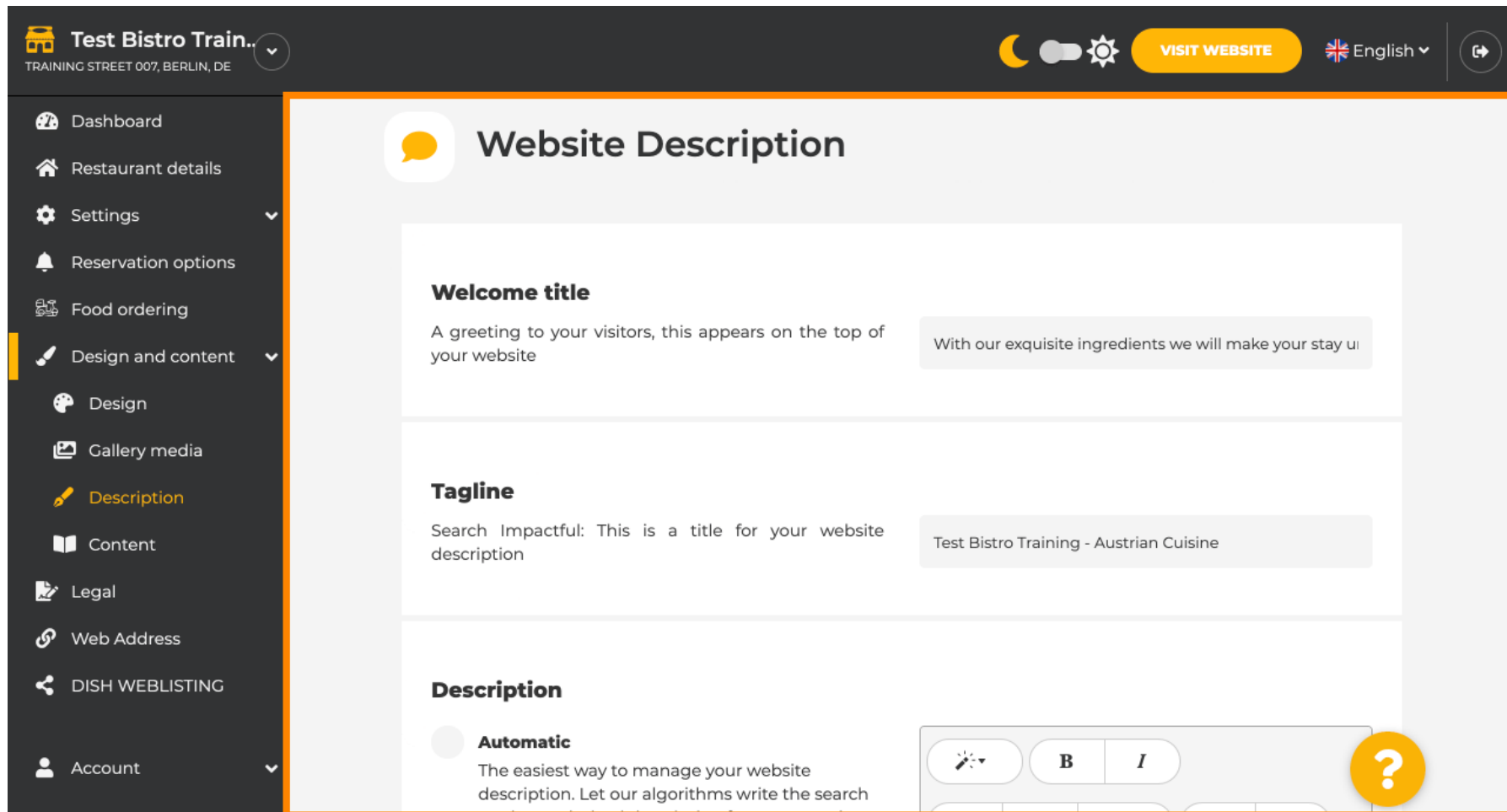
Online food ordering insights
0 orders the past 7 days
0.0%
0 orders the past 28 days

Website views per day

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

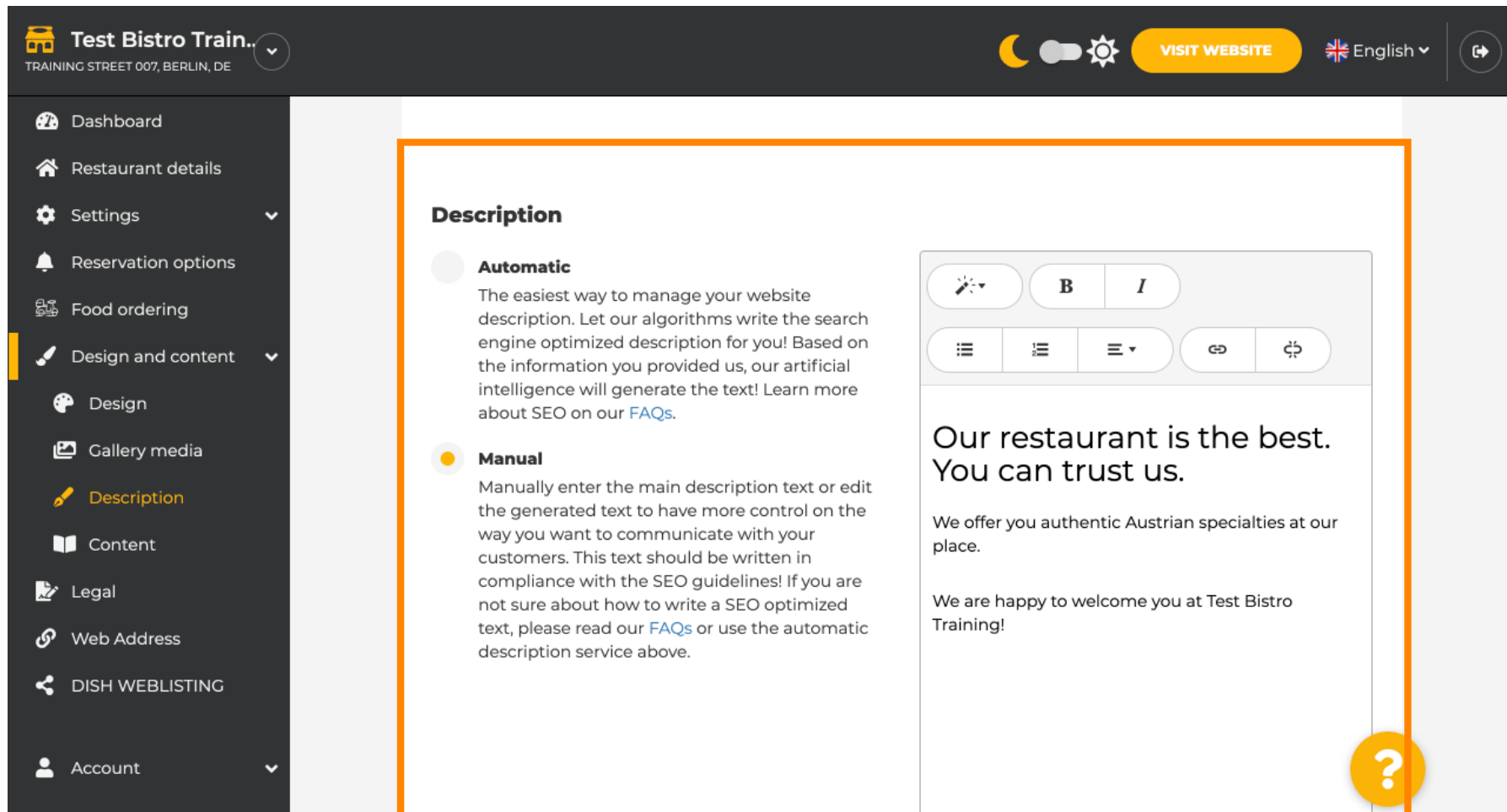


Vous êtes maintenant dans la section **Description du site Web** , où vous pouvez ajuster les paramètres et modifier les descriptions.





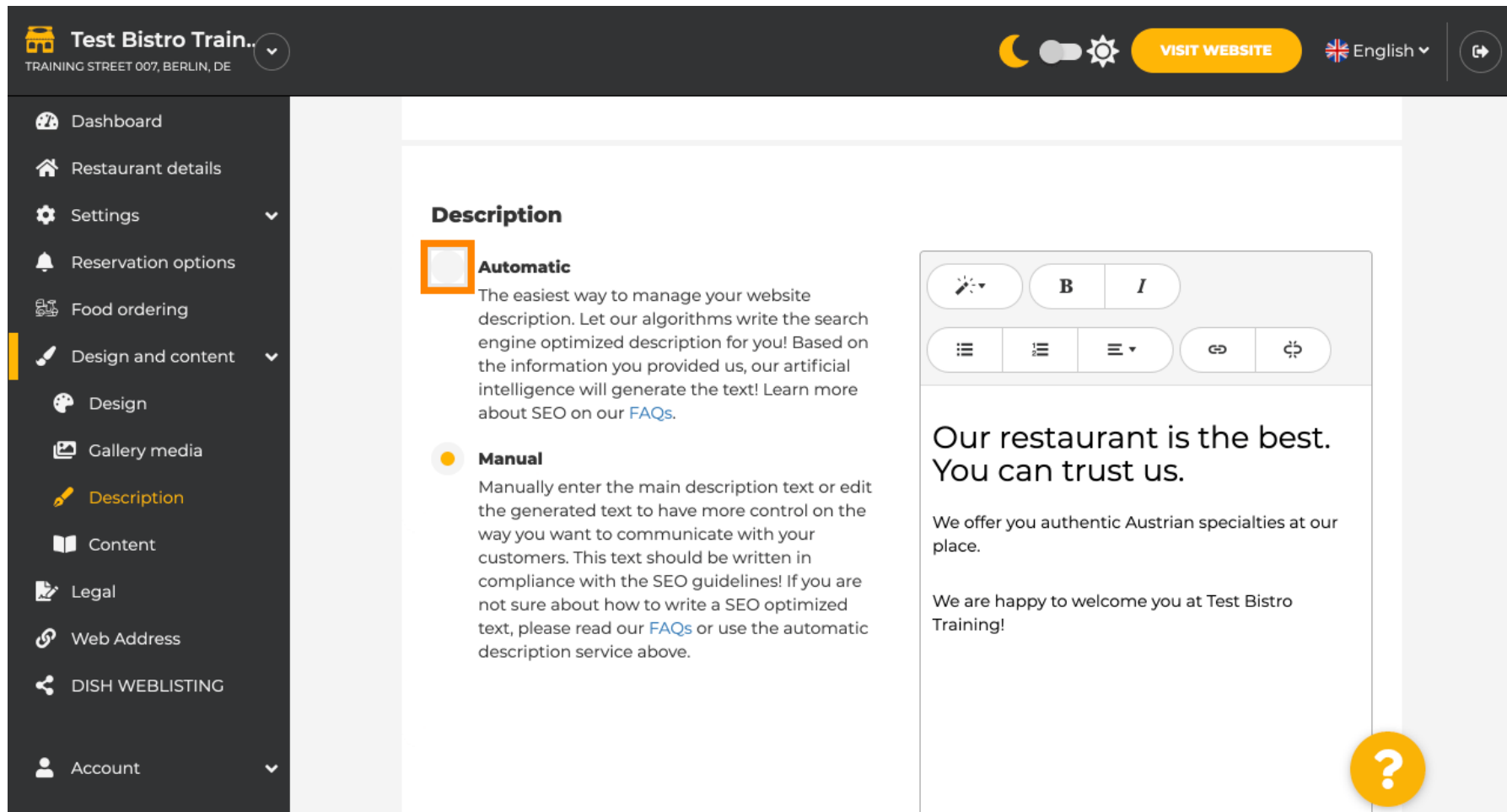
Faites défiler la page jusqu'à la section description. Dans **Description**, la description principale de votre établissement peut être modifiée.



The screenshot displays the management interface for a restaurant website. The top navigation bar includes the restaurant name 'Test Bistro Train...' and location 'TRAINING STREET 007, BERLIN, DE', along with a 'VISIT WEBSITE' button and a language selector set to 'English'. A dark sidebar on the left contains a menu with items like 'Dashboard', 'Restaurant details', 'Settings', 'Reservation options', 'Food ordering', 'Design and content' (highlighted), 'Design', 'Gallery media', 'Description' (highlighted in orange), 'Content', 'Legal', 'Web Address', 'DISH WEBLISTING', and 'Account'. The main content area is titled 'Description' and offers two options: 'Automatic' (selected) and 'Manual'. The 'Automatic' option provides a search engine optimized description. The 'Manual' option allows for editing the text. A rich text editor is visible on the right, containing the 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 located in the bottom right corner of the editor area.

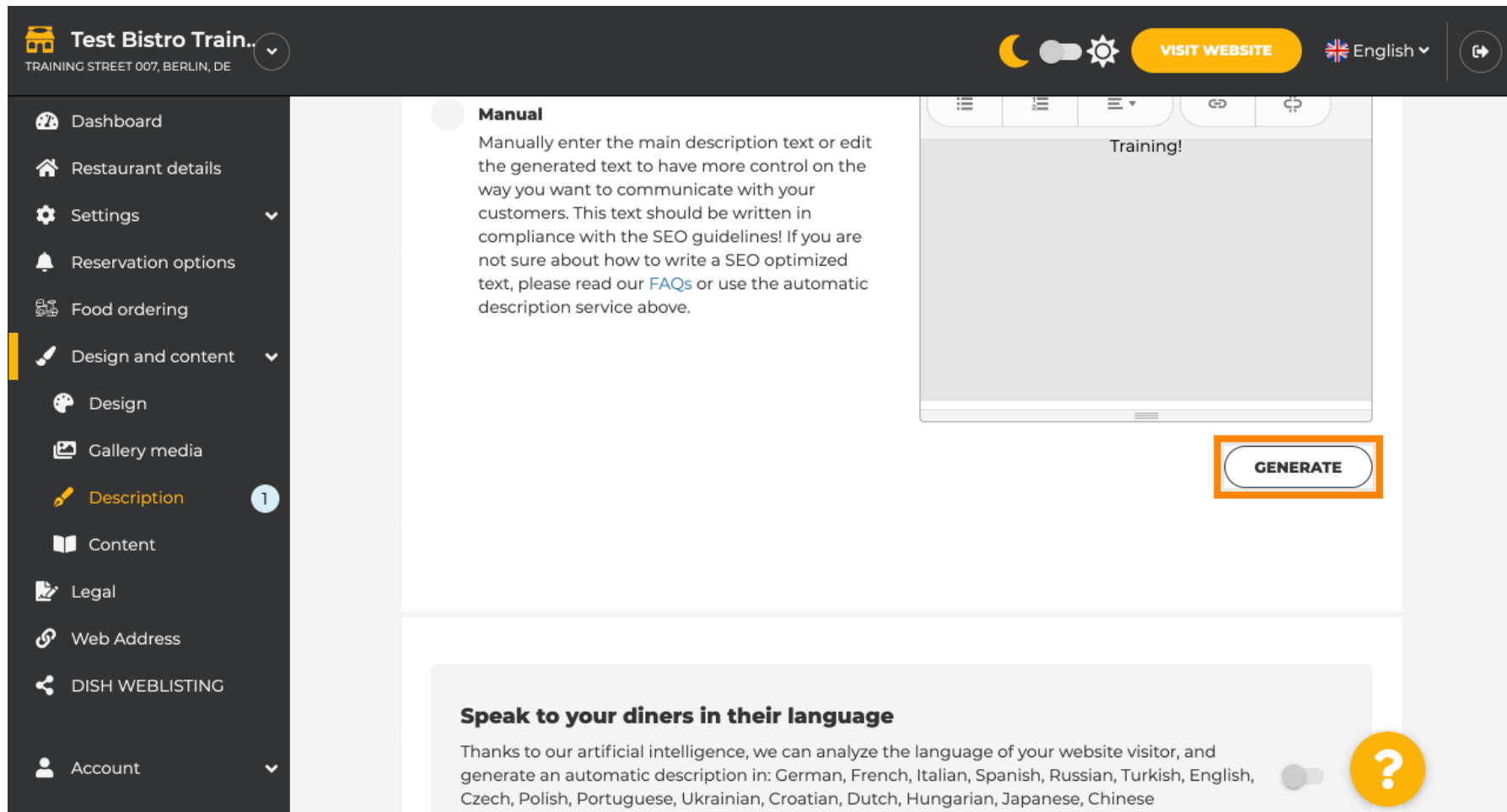


Pour activer la fonction de description IA, cliquez sur **automatique**. Remarque : la description automatique est une fonctionnalité uniquement incluse dans DISH Professional.



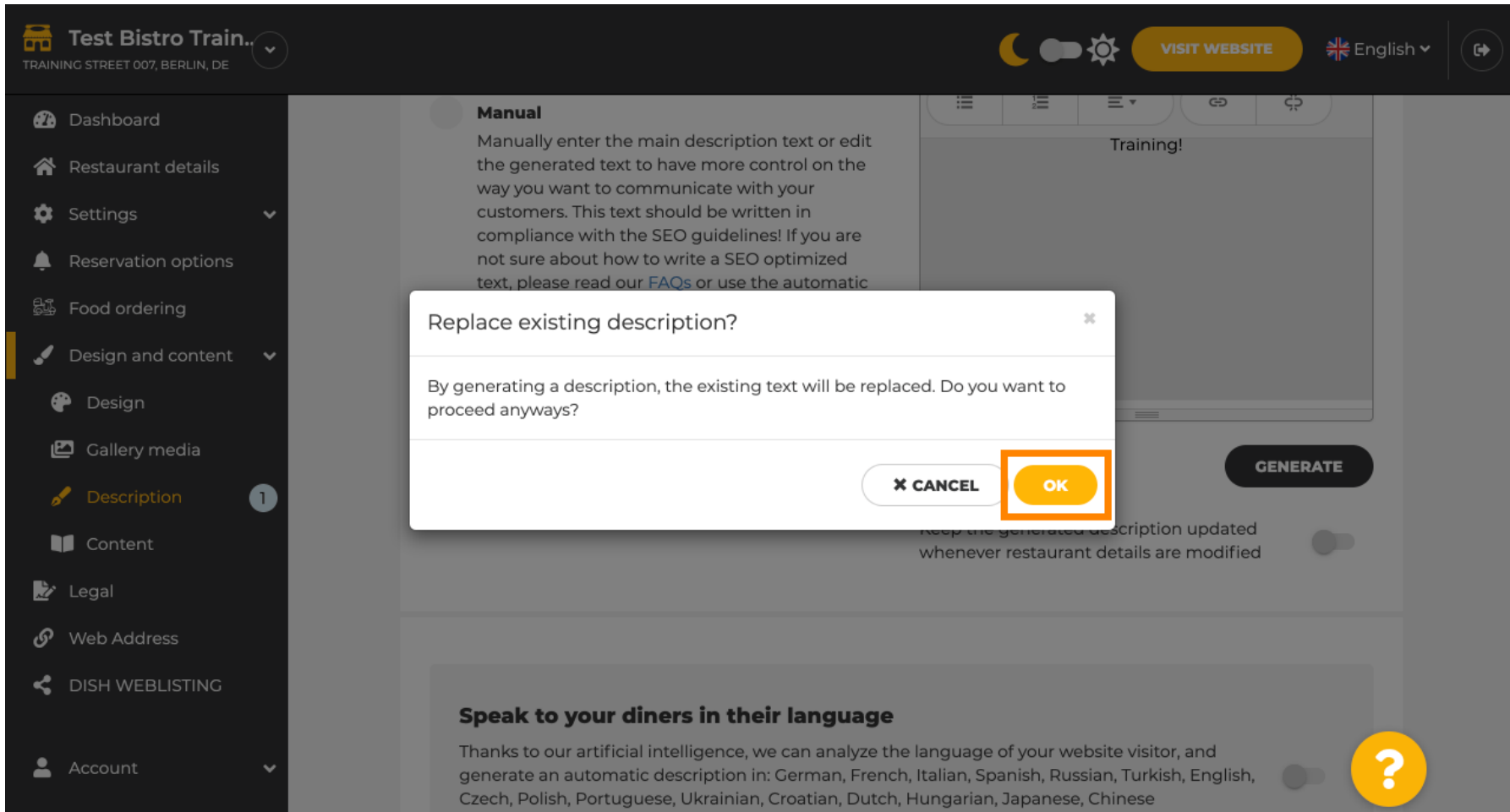
The screenshot shows the DISH website management interface for 'Test Bistro Train..' (TRAINING STREET 007, BERLIN, DE). The left sidebar contains navigation options: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted), Design, Gallery media, Description (highlighted), Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area is titled 'Description' and features 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, using AI to generate SEO-optimized text. The 'Manual' option allows for editing the generated text. A preview window on the right shows a sample description: '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.

- 🔔 Pour que le nouveau paramètre soit effectif, cliquez sur **générer** . Cela générera votre texte de description optimisé pour Google en fonction des informations de votre établissement.

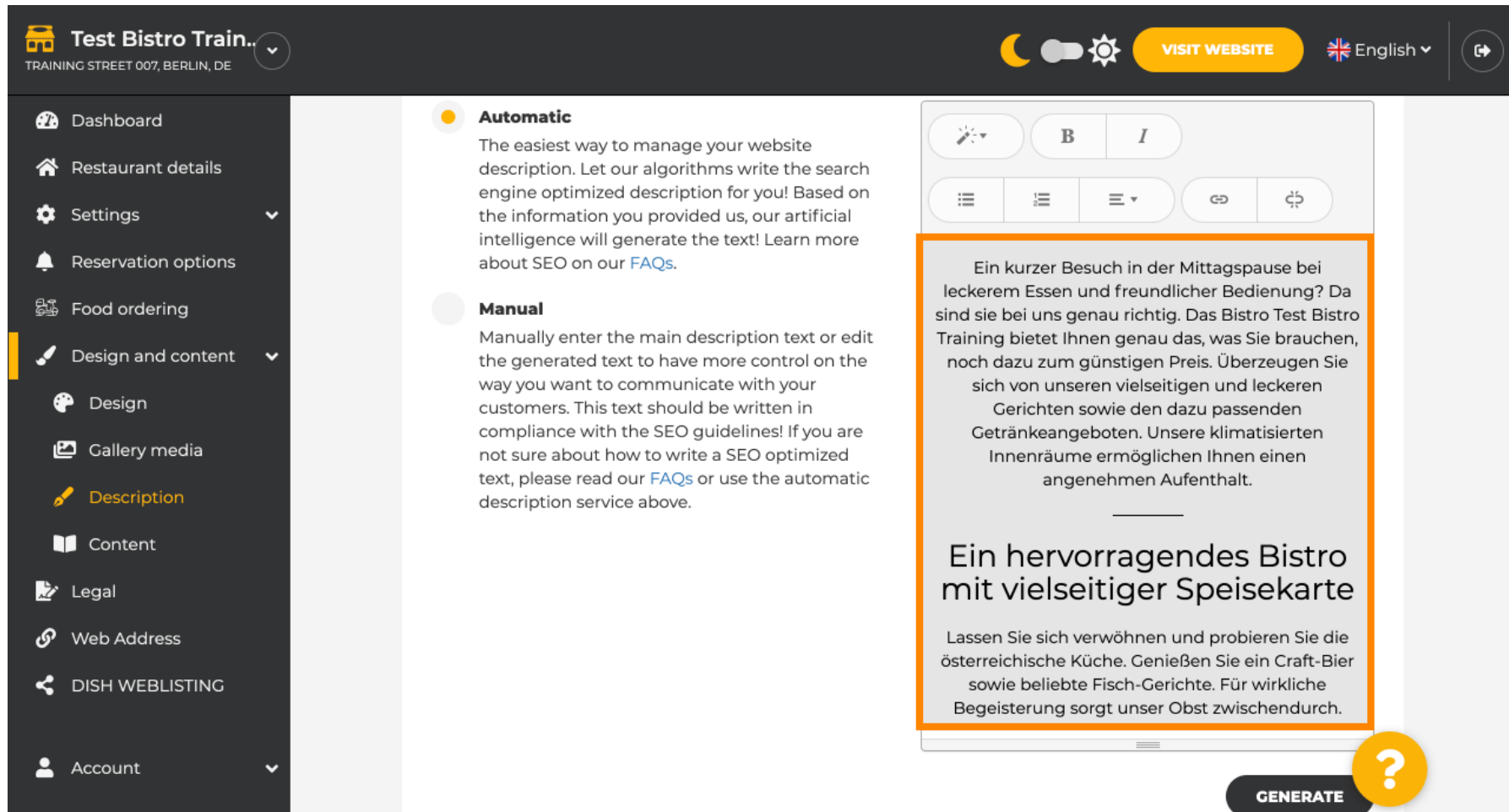


The screenshot shows the DISH website management interface for 'Test Bistro Train..' located at 'TRAINING STREET 007, BERLIN, DE'. The interface includes a top navigation bar with a 'VISIT WEBSITE' button and a language selector set to 'English'. A left sidebar menu lists various management options, with 'Description' highlighted and marked with a '1' notification badge. The main content area features a 'Manual' section with instructions on how to manually enter or edit the main description text. Below the instructions is a preview window showing the text 'Training!'. A 'GENERATE' button is highlighted with an orange border. At the bottom, there is a toggle for 'Speak to your diners in their language' with a list of supported languages and a question mark icon.

🔔 Votre description existante sera remplacée. Cliquez sur **OK** pour continuer.



 La nouvelle **description générée** s'affiche dans la langue définie de votre compte DISH.



The screenshot shows the DISH website management interface for 'Test Bistro Train...'. 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 is titled 'Automatic' and explains that the system will generate an SEO-optimized description. Below this, the 'Manual' option is available. A text editor is shown with a preview of the generated German text, which is highlighted with an orange border. The text describes the bistro's offerings and atmosphere. A 'GENERATE' button with a question mark icon is visible at the bottom right of the preview area.


Automatic
 The easiest way to manage your website description. Let our algorithms write the search engine optimized description for you! Based on the information you provided us, our artificial intelligence will generate the text! Learn more about SEO on our [FAQs](#).

Manual
 Manually enter the main description text or edit the generated text to have more control on the way you want to communicate with your customers. This text should be written in compliance with the SEO guidelines! If you are not sure about how to write a SEO optimized text, please read our [FAQs](#) or use the automatic description service above.

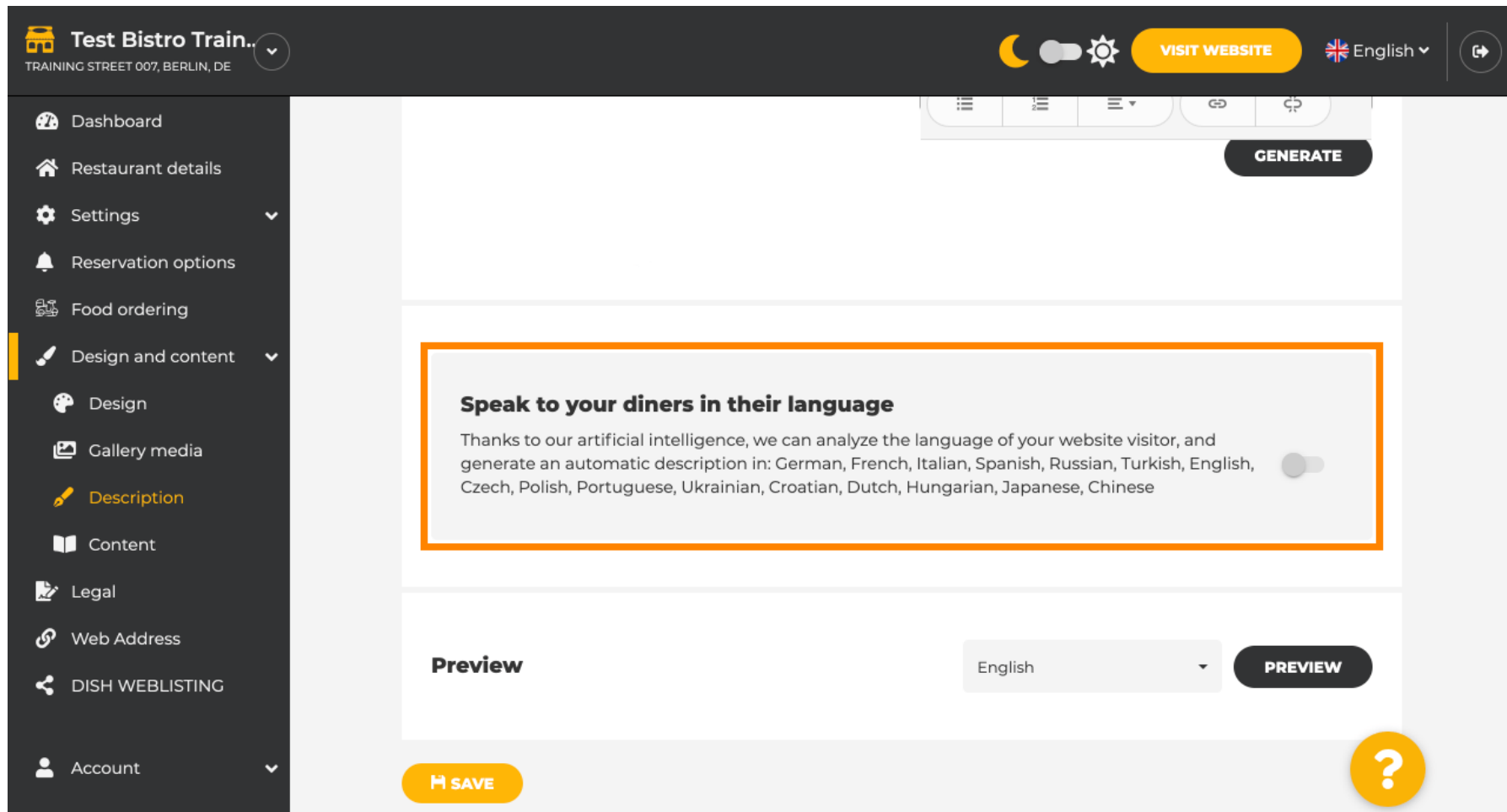
Ein kurzer Besuch in der Mittagspause bei leckerem Essen und freundlicher Bedienung? Da sind sie bei uns genau richtig. Das Bistro Test Bistro Training bietet Ihnen genau das, was Sie brauchen, noch dazu zum günstigen Preis. Überzeugen Sie sich von unseren vielseitigen und leckeren Gerichten sowie den dazu passenden Getränkeangeboten. Unsere klimatisierten Innenräume ermöglichen Ihnen einen angenehmen Aufenthalt.

Ein hervorragendes Bistro mit vielseitiger Speisekarte

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.

GENERATE 

- Si vous souhaitez activer que votre description s'affiche dans la langue du visiteur, cliquez sur le bouton **GENERATE**. **Remarque : Notre IA analyse la langue du visiteur et l'adapte immédiatement.**



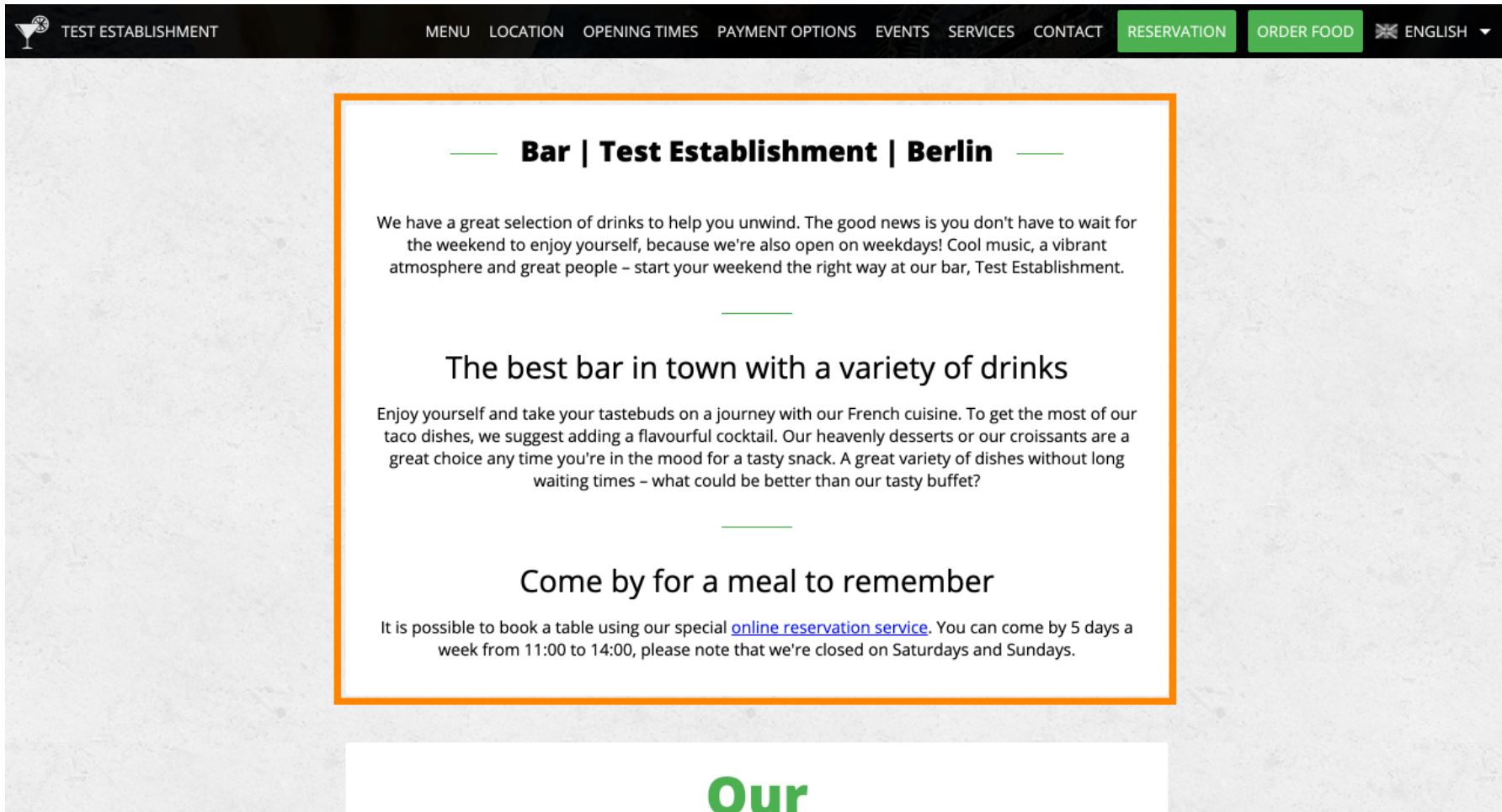
Assurez-vous d'appliquer toutes les modifications en cliquant sur **ENREGISTRER**.

The screenshot displays the DISH website editor interface. At the top, the header includes the restaurant name 'Test Bistro Train...' and the address 'TRAINING STREET 007, BERLIN, DE'. On the right side of the header, there are icons for a dark mode toggle, a 'VISIT WEBSITE' button, and a language selector set to 'English'. A left-hand navigation menu lists various sections: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted in orange), Design, Gallery media, Description, Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area shows a toggle for 'Speak to your diners in their language' which is currently turned on. Below this, there is a 'Preview' section with a language dropdown set to 'English' and a 'PREVIEW' button. At the bottom of the main content area, a 'SAVE' button is highlighted with an orange border. The footer contains the text 'Designed by Hospitality Digital GmbH. All rights reserved.' and links for 'Imprint', 'FAQ', 'Terms of Use', 'Data Privacy', and 'Cookie settings'. A question mark icon is visible in the bottom right corner of the footer area.

Cliquez sur **APERÇU** pour voir les modifications effectives sur votre propre site Web.

The screenshot displays the DISH website management interface for 'Test Slovakia'. The top navigation bar includes the site name, location (TEST2020, BERLIN, DE), a 'VISIT WEBSITE' button, and a language selector set to 'English'. A left sidebar menu lists various management options, with 'Design and content' currently selected. The main content area shows a toggle for 'Speak to your diners in their language' which is turned on. Below this, a 'Preview' section features a language dropdown set to 'English' and a 'PREVIEW' button highlighted with an orange border. A 'SAVE' button is located at the bottom left of the main content area. The footer contains copyright information and links for Imprint, FAQ, Terms of Use, Data Privacy, and Cookie settings.

Ceci est votre nouvelle **description générée par l'IA**.



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

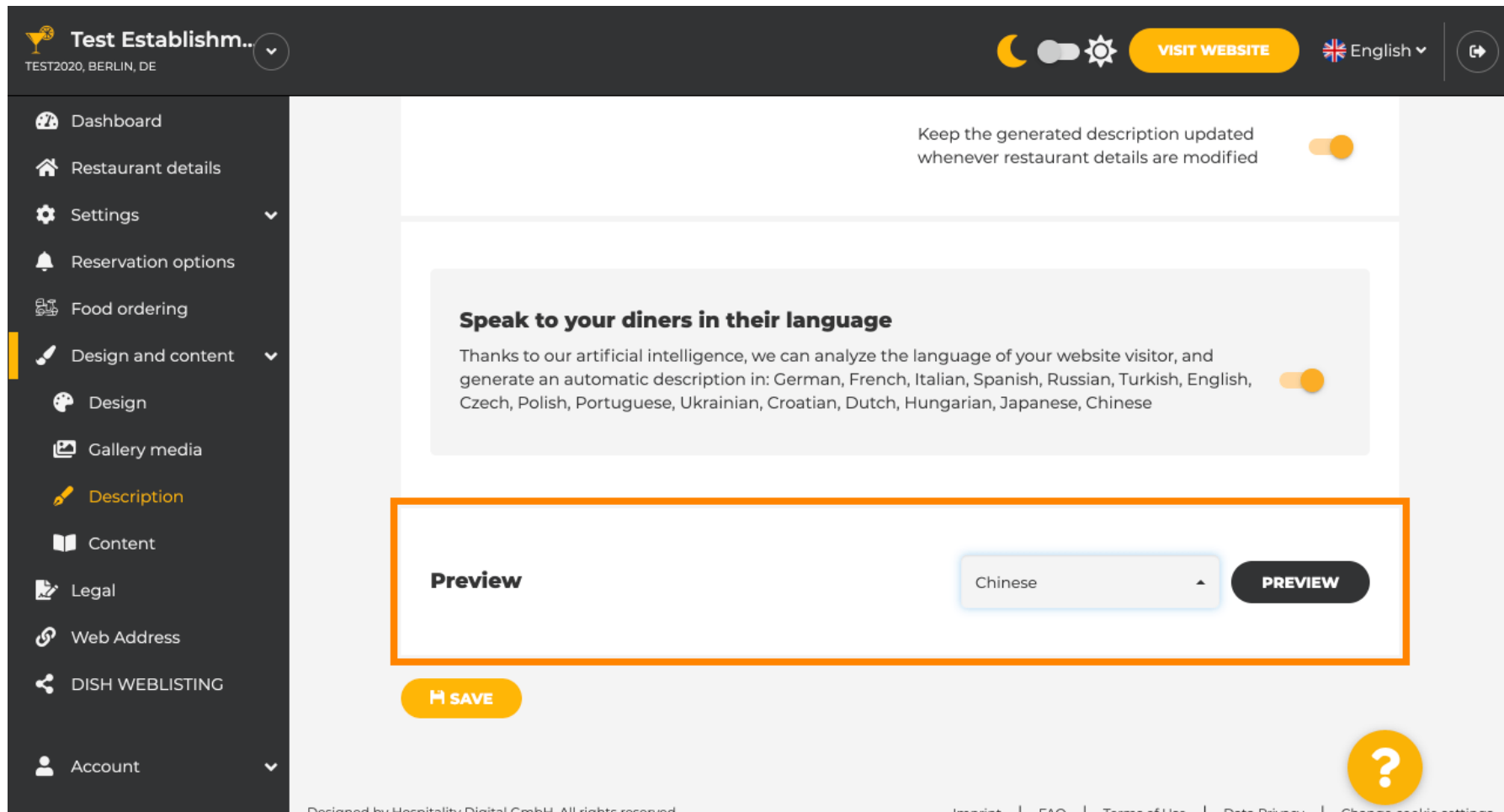
Enjoy yourself and take your tastebuds on a journey with our French cuisine. To get the most of our taco dishes, we suggest adding a flavourful cocktail. Our heavenly desserts or our croissants are a great choice any time you're in the mood for a tasty snack. A great variety of dishes without long waiting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

- 🔑 Pour voir à quoi ressemblerait votre site Web dans une autre langue, sélectionnez **une autre langue** dans le menu déroulant et cliquez sur **APERÇU**.





Dans ce cas, nous choisissons d'afficher le site Web en chinois. C'est tout. Vous avez terminé.





Scannez pour accéder au lecteur interactif