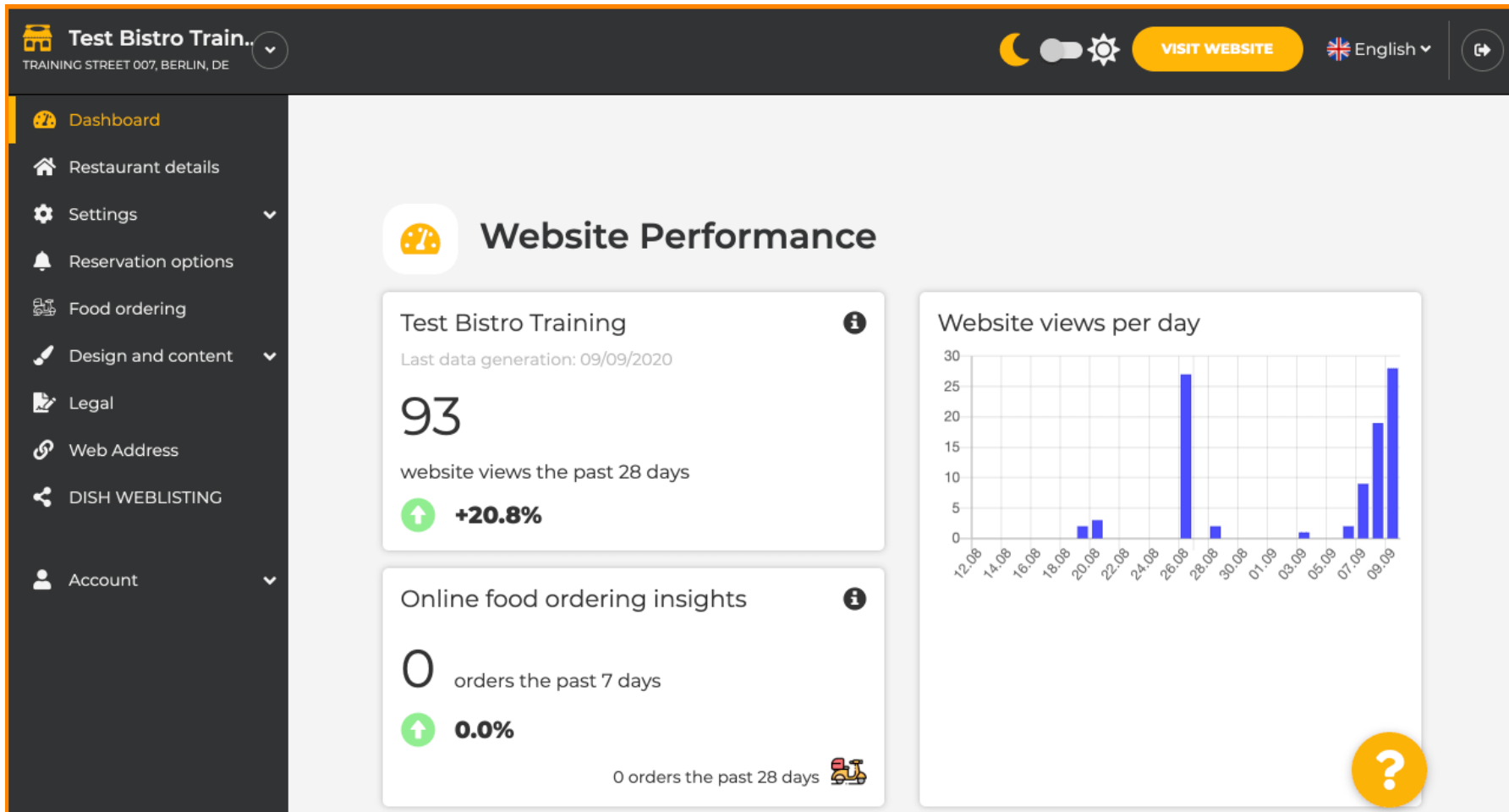




Il primo passo è accedere al tuo **account del sito web DISH**. Nota: <https://website.dish.co>



Una volta effettuato l'accesso, fai clic su **Design e contenuti**.

The screenshot shows the DISH dashboard for 'Test Bistro Training' (TRAINING STREET 007, BERLIN, DE). The sidebar 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 and a bar chart.

### 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
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	0
07.09	2
08.09	9
09.09	19
09.09	28

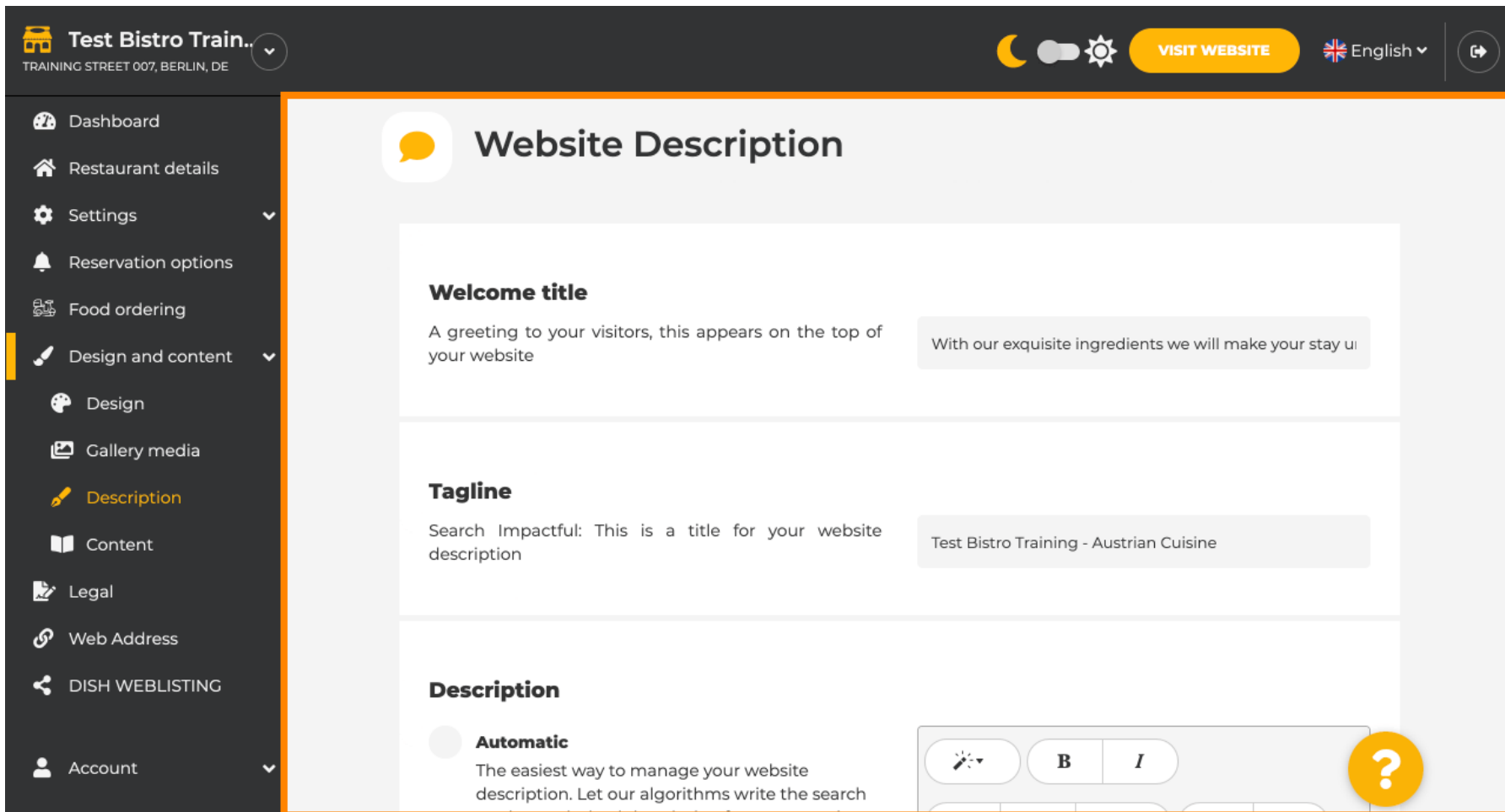
E poi clicca su **Descrizione**.

The screenshot shows the DISH website management interface. The top navigation bar includes the restaurant name 'Test Bistro Training', location 'TRAINING STREET 007, BERLIN, DE', a 'VISIT WEBSITE' button, and language settings. The left sidebar contains a menu with 'Description' highlighted. The main dashboard features a 'Website Performance' card showing a score of 93 and a +20.8% increase in website views over the past 28 days. Below it is an 'Online food ordering insights' card showing 0 orders in the past 7 days and 0 orders in the past 28 days. A bar chart on the right displays 'Website views per day' from August 12th to September 9th, with a peak of 27 views on August 26th. 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
09.09	19

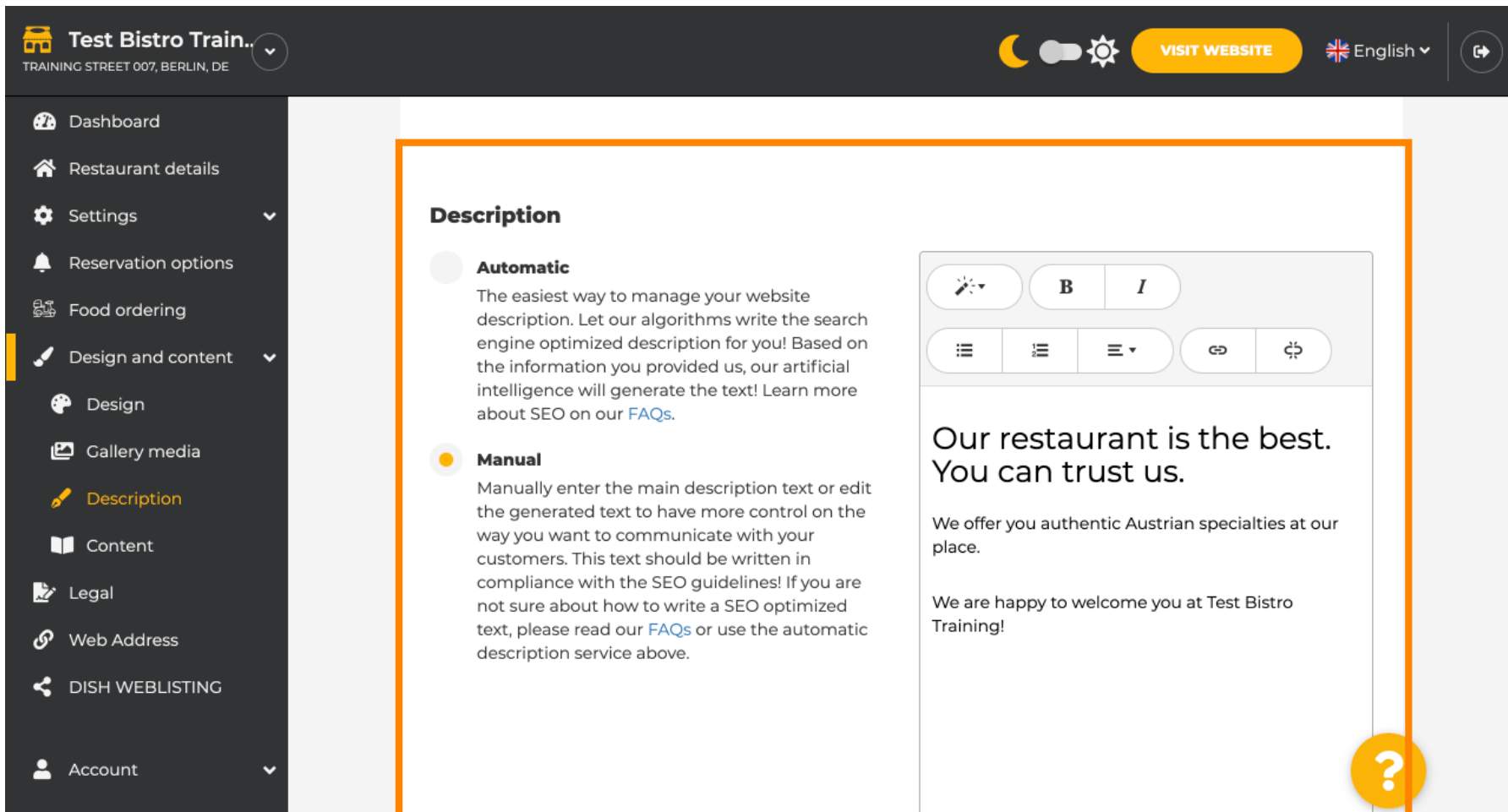


Ora ti trovi nella sezione **Descrizione del sito web** , dove puoi regolare le impostazioni e modificare le descrizioni.





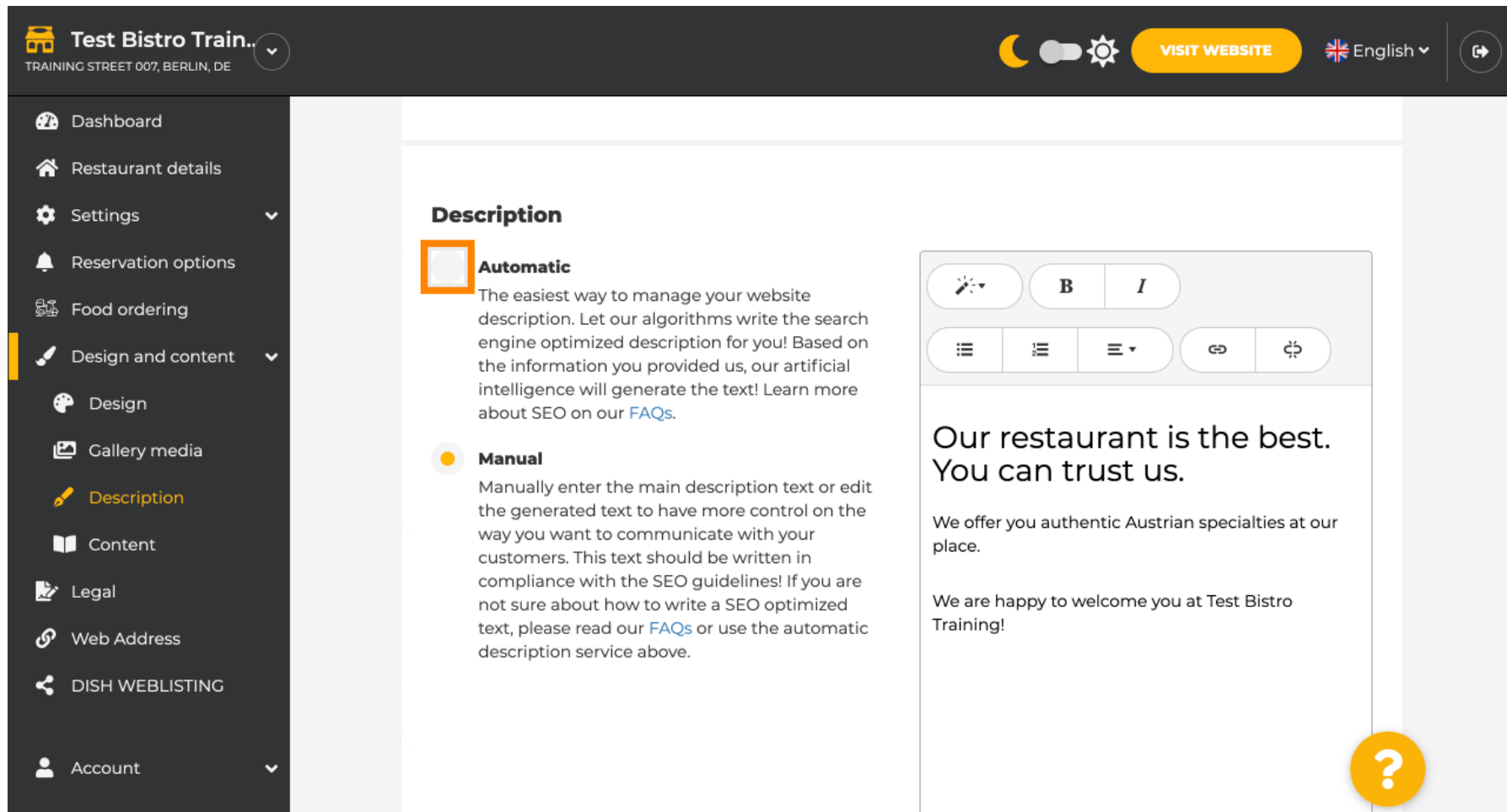
Scorri verso il basso fino alla sezione della descrizione. In **Descrizione** è possibile modificare la descrizione principale della tua struttura.



The screenshot displays the management interface for a restaurant website. The top navigation bar includes the restaurant name 'Test Bistro Train..' and address '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 generated text block: '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 rich text editor toolbar is visible above the text, featuring icons for bold, italic, bulleted list, numbered list, link, and unlink. A yellow question mark icon is located in the bottom right corner of the description editor area.

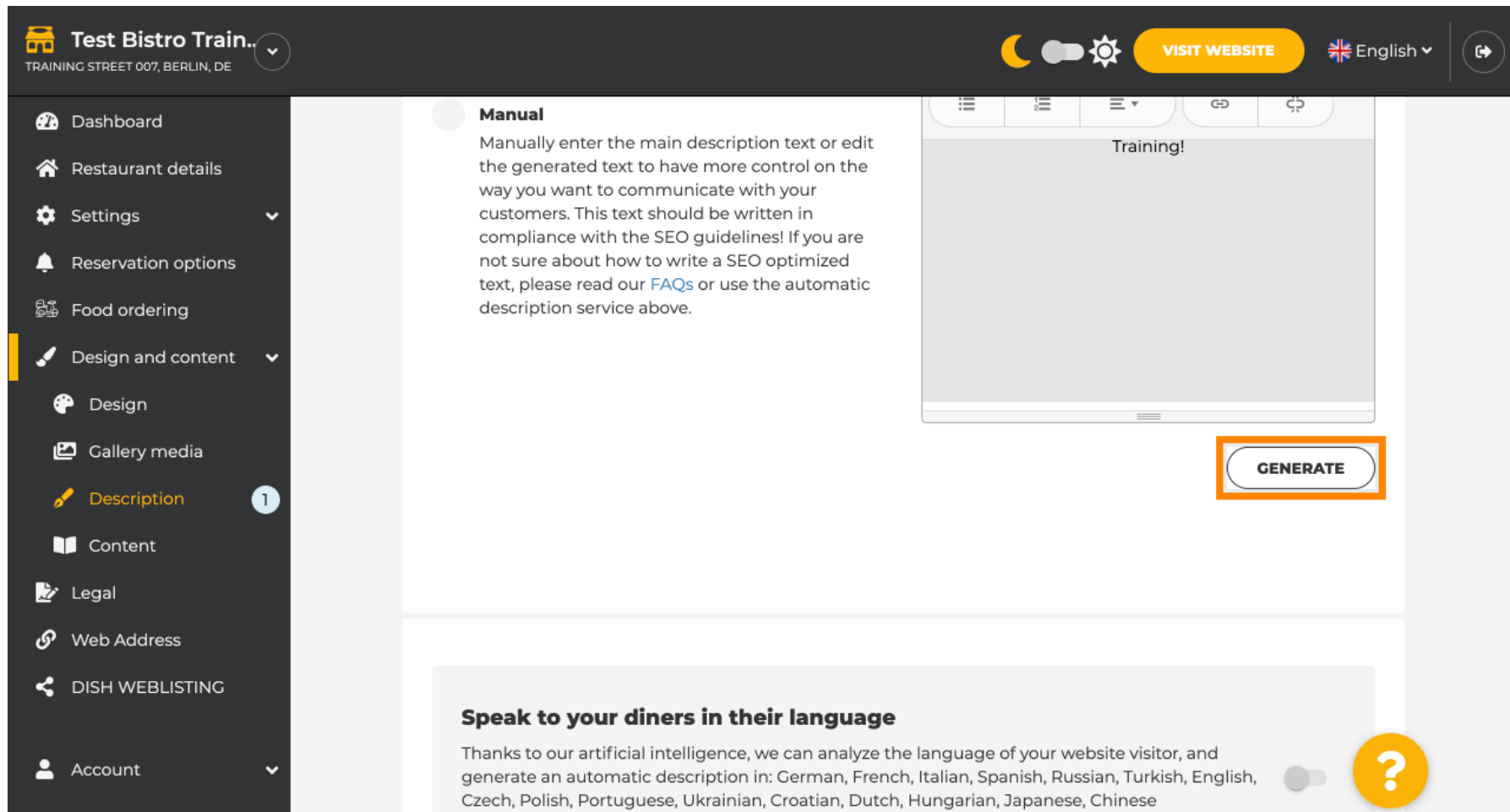


Per attivare la funzione di descrizione AI, fare clic su **automatico**. **Nota: la descrizione automatica è una funzionalità inclusa solo in DISH Professional.**

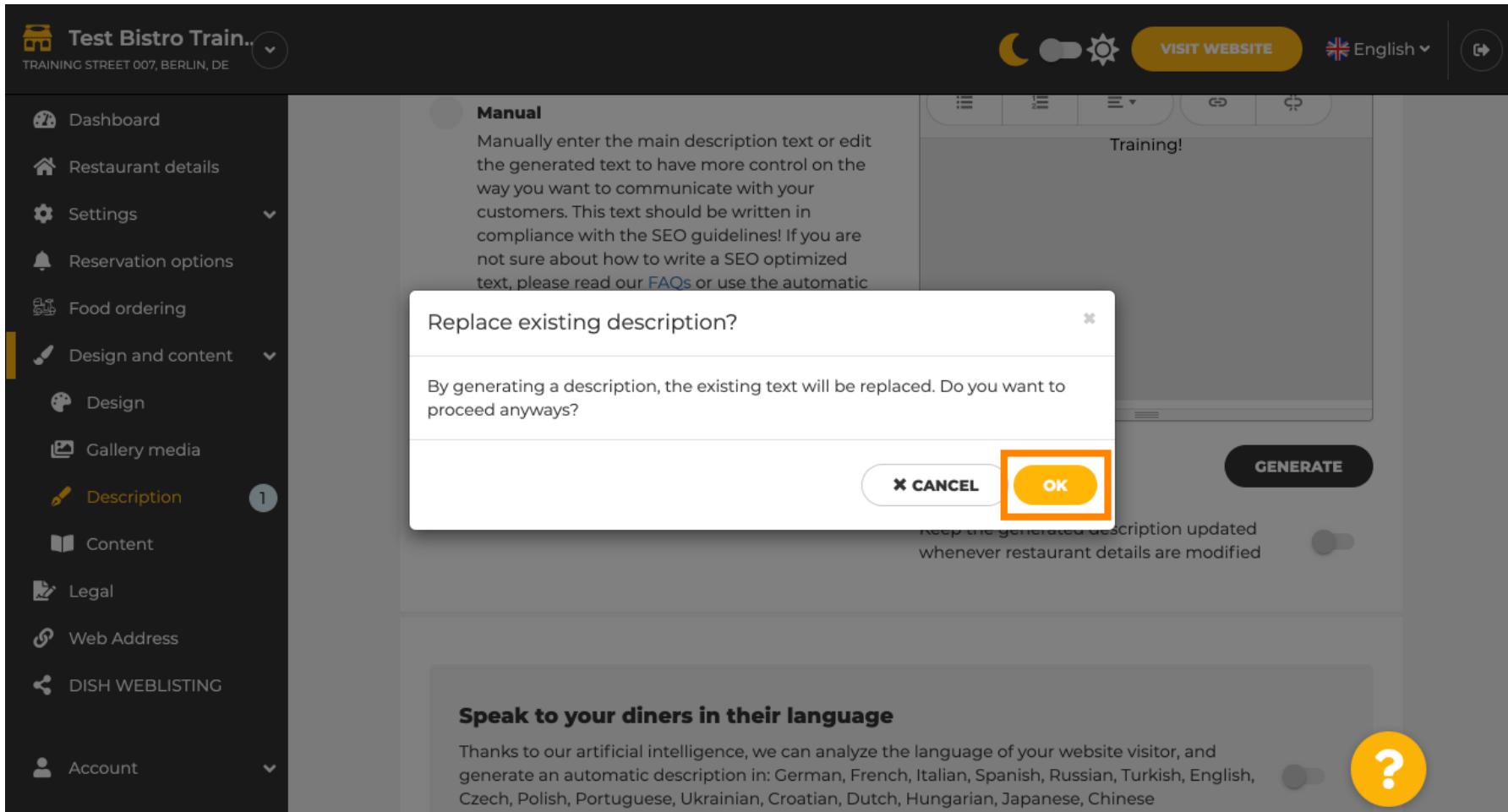


The screenshot shows the 'Description' settings for a restaurant named 'Test Bistro Train..' located at 'TRAINING STREET 007, BERLIN, DE'. The interface includes a top navigation bar with a 'VISIT WEBSITE' button and a language selector set to 'English'. A left sidebar contains various menu items, with 'Description' highlighted in orange. The main content area is divided into two sections: 'Automatic' and 'Manual'. The 'Automatic' option is selected, indicated by an orange square and a radio button. Below it, a text box shows the AI-generated 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 'Manual' option is also present, with a radio button and a text box explaining that it allows for manual editing of the description. A yellow question mark icon is visible in the bottom right corner of the preview area.

- Per rendere ora effettiva la nuova impostazione, fare clic su **genera** . Questo genererà il tuo testo descrittivo personalizzato ottimizzato per Google in base ai dettagli della tua struttura.

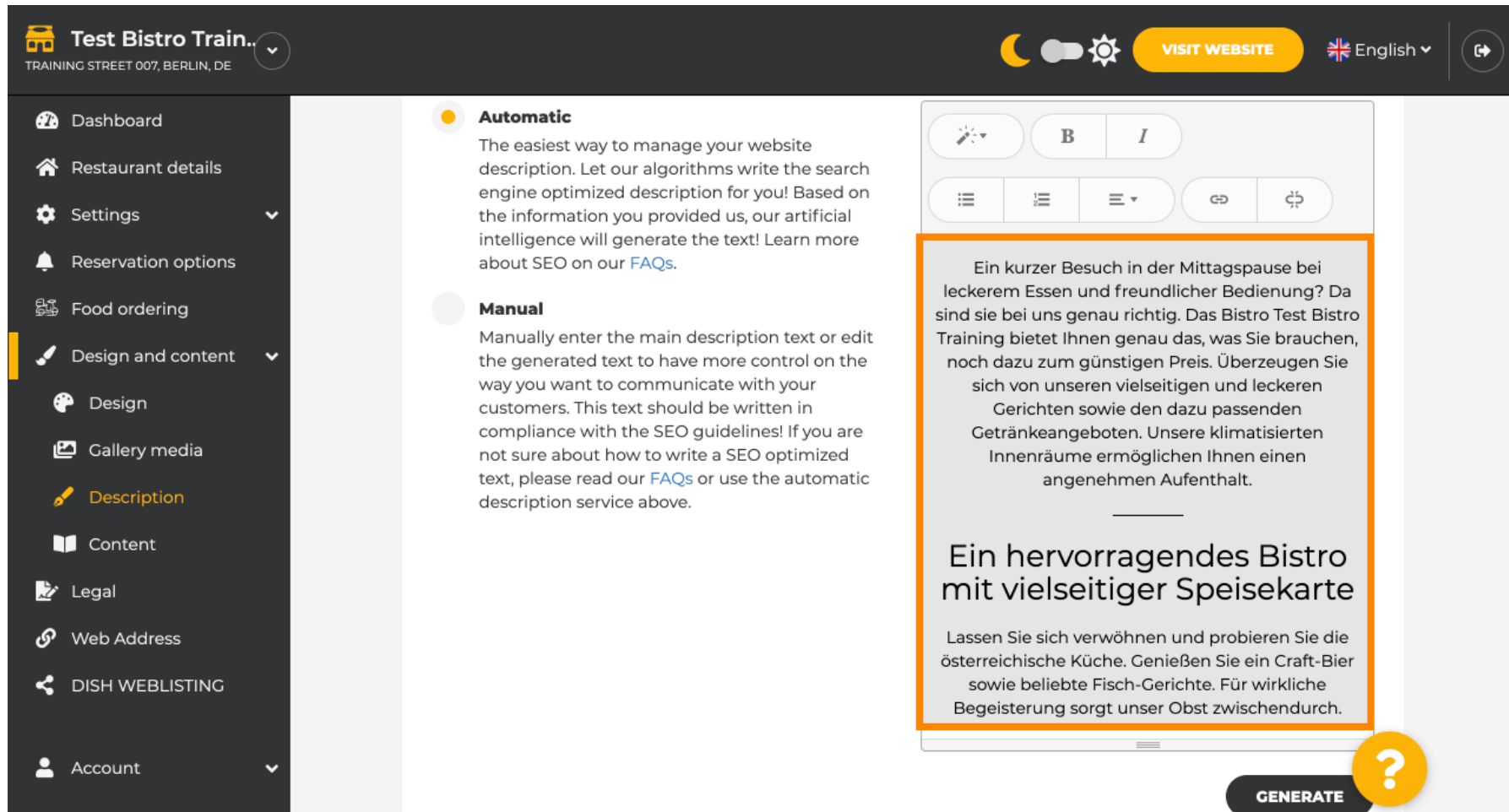


La descrizione esistente verrà sostituita. Fare clic su **OK** per procedere.





 La nuova **descrizione generata** viene visualizzata nella lingua impostata del tuo account 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 has two radio button options:

- 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.

The 'Automatic' option is selected. Below the options is a preview of the generated text in German, enclosed in a red box:

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.

At the bottom right of the preview area, there is a 'GENERATE' button and a yellow question mark icon.



Se desideri che la tua descrizione venga visualizzata nella lingua del visitatore, clicca **sull'interruttore**.  
**Nota: la nostra intelligenza artificiale analizza la lingua del visitatore e la adatta immediatamente.**

The screenshot shows the DISH website editor interface. On the left is a dark sidebar with a menu: 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 area is a light gray workspace. At the top right, there's a header with a moon icon, a toggle switch, a gear icon, a yellow 'VISIT WEBSITE' button, and a language dropdown set to 'English'. Below the header, there's a 'GENERATE' button. The central part of the workspace features a white box with an orange border containing the text: **Speak to your diners in their language**. Below this, it says: 'Thanks to our artificial intelligence, we can analyze the language of your website visitor, and generate an automatic description in: German, French, Italian, Spanish, Russian, Turkish, English, Czech, Polish, Portuguese, Ukrainian, Croatian, Dutch, Hungarian, Japanese, Chinese'. To the right of this text is a toggle switch that is currently turned off. At the bottom of the workspace, there's a 'Preview' section with a language dropdown set to 'English' and a 'PREVIEW' button. At the very bottom, there's a yellow 'SAVE' button and a yellow circular help icon with a question mark.

Assicurati di applicare tutte le modifiche facendo clic su **SALVA**.

The screenshot displays the DISH website editor interface. At the top, the header includes the restaurant name 'Test Bistro Train...' and location 'TRAINING STREET 007, BERLIN, DE'. Navigation icons for moon, toggle, and gear are present, along with a 'VISIT WEBSITE' button and a language selector set to 'English'. A left sidebar menu lists various management options: 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 shows a toggle for 'Speak to your diners in their language' which is currently turned on. Below this is a 'Preview' section with a language dropdown set to 'English' and a 'PREVIEW' button. A yellow-bordered 'SAVE' button is prominently displayed at the bottom of the main content area. 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'.

Clicca su **ANTEPRIMA** per vedere le modifiche effettive sul tuo sito web.

The screenshot displays the DISH website management interface for 'Test Slovakia'. The left sidebar contains a navigation menu with the following items: 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 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 highlighted with an orange border. At the bottom of the main content area, there is a 'SAVE' button. 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 yellow question mark icon is visible in the bottom right corner of the interface.

Questa è la tua nuova **descrizione generata dall'intelligenza artificiale**.

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**

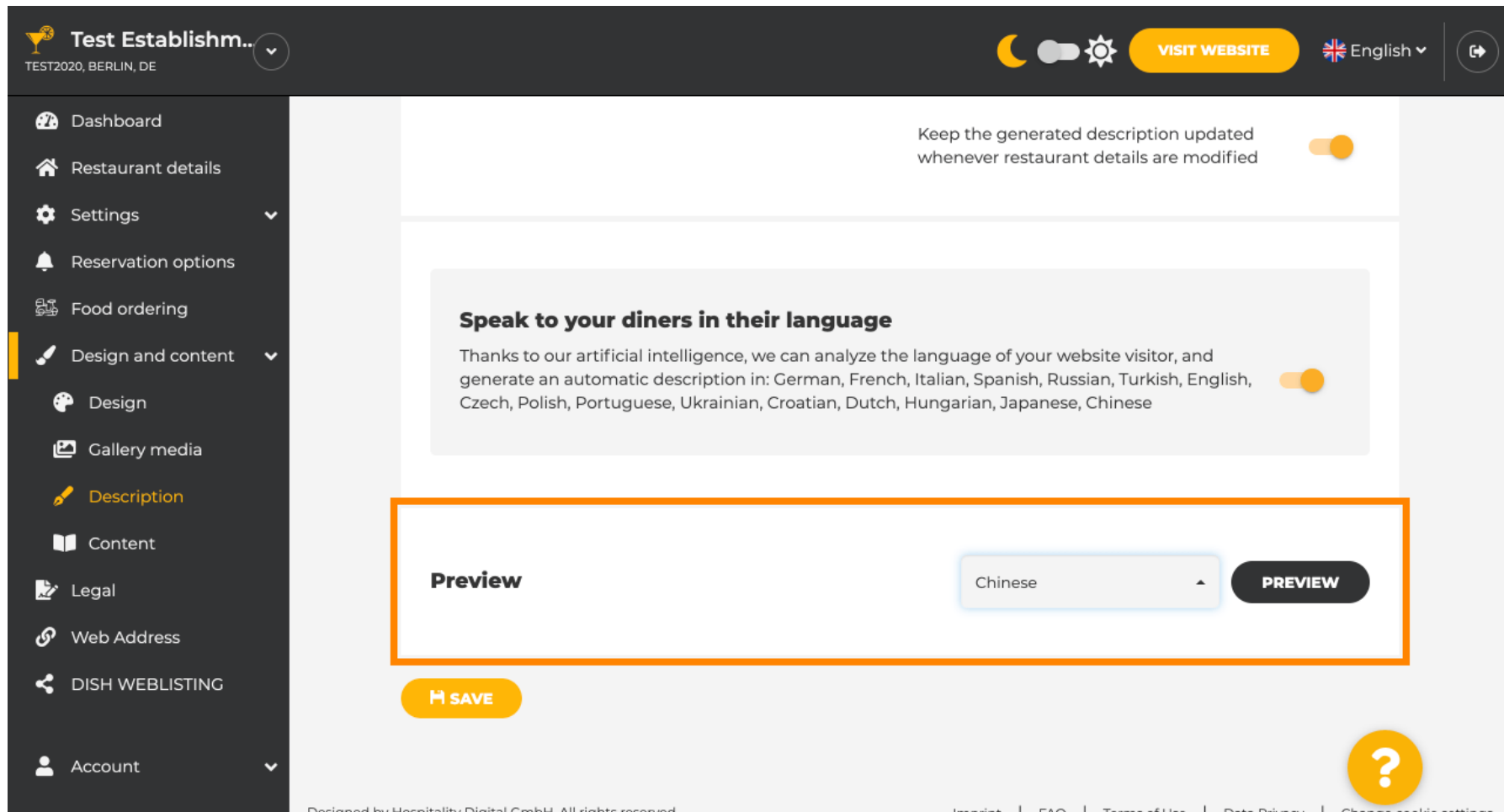
Enjoy yourself and take your tastebuds on a journey with our French cuisine. To get the most of our taco dishes, we suggest adding a flavourful cocktail. Our heavenly desserts or our croissants are a great choice any time you're in the mood for a tasty snack. A great variety of dishes without long waiting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

- Per vedere come apparirebbe il tuo sito web in un'altra lingua, seleziona **un'altra lingua** nel menu a discesa e fai clic su **ANTEPRIMA**.





In questo caso scegliamo di visualizzare il sito web in cinese. Questo è tutto. Hai fatto.





Scansiona per andare al lettore interattivo