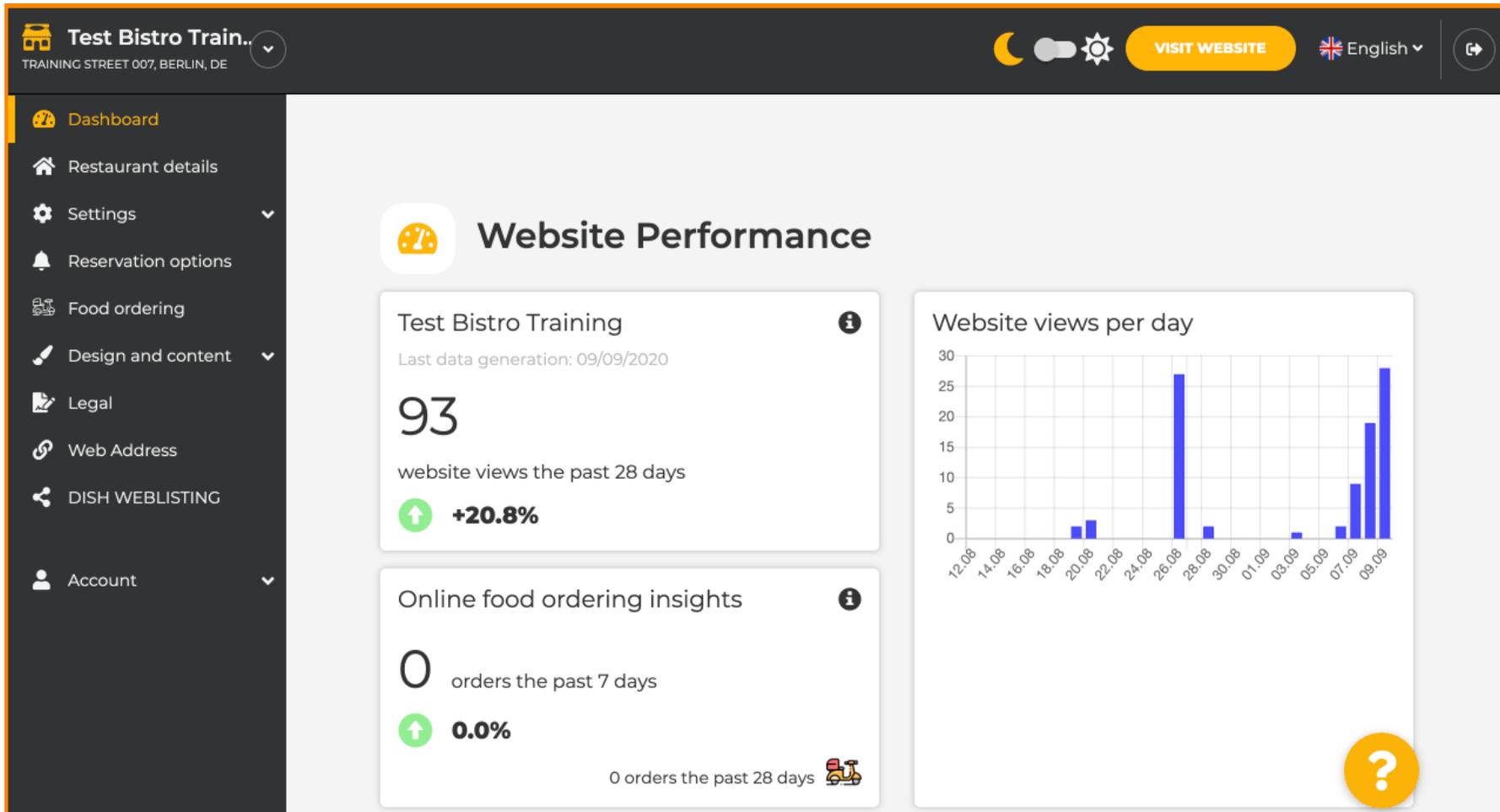




O primeiro passo é fazer login na sua **conta do site DISH**. Nota: <https://website.dish.co>



Depois de fazer login, clique em **Design e conteúdo**.

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 então clique em **Descrição**.

Test Bistro Training
TRAINING STREET 007, BERLIN, DE

Website Performance

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

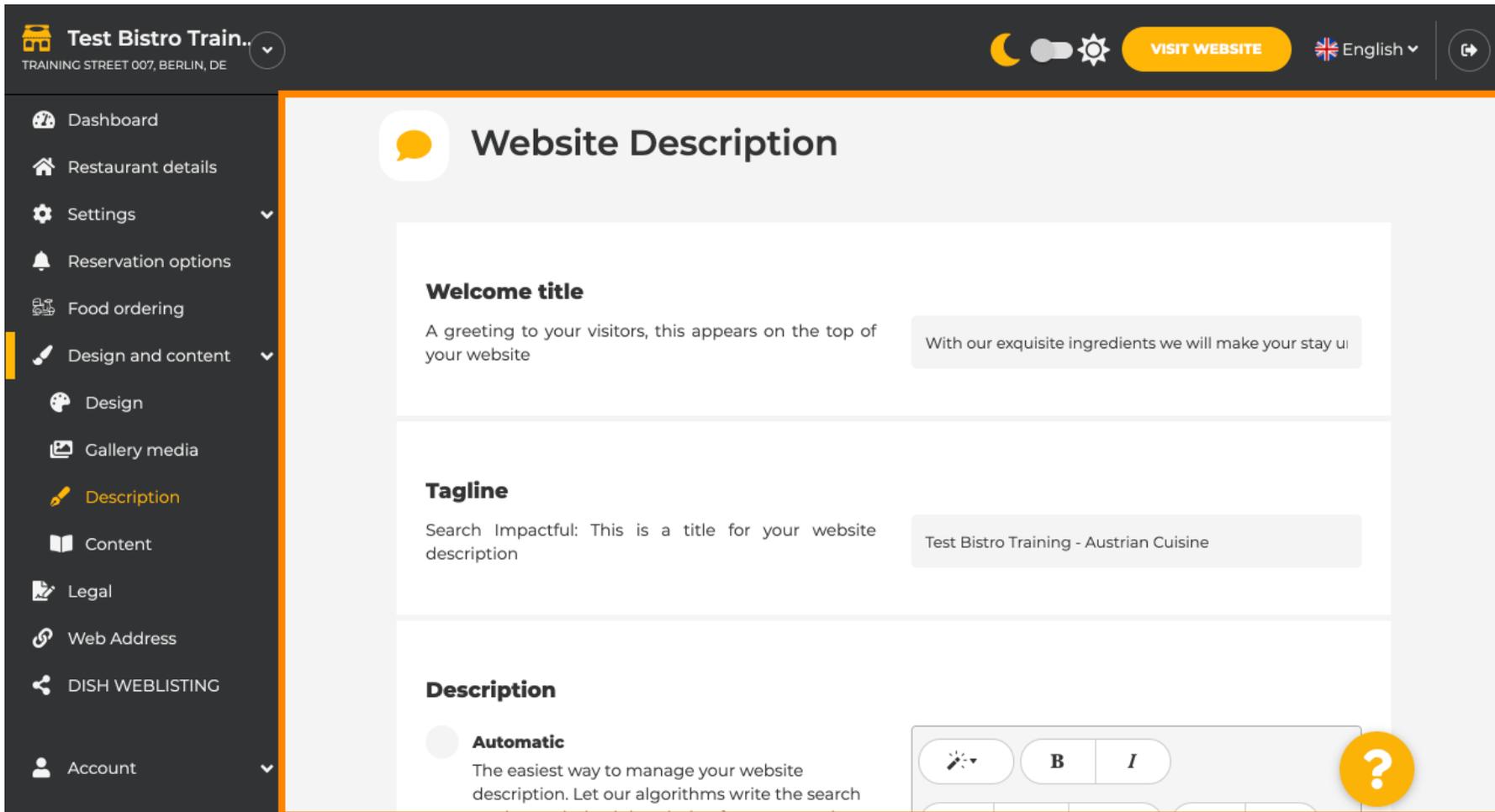
93
website views the past 28 days
+20.8%

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

Website views per day

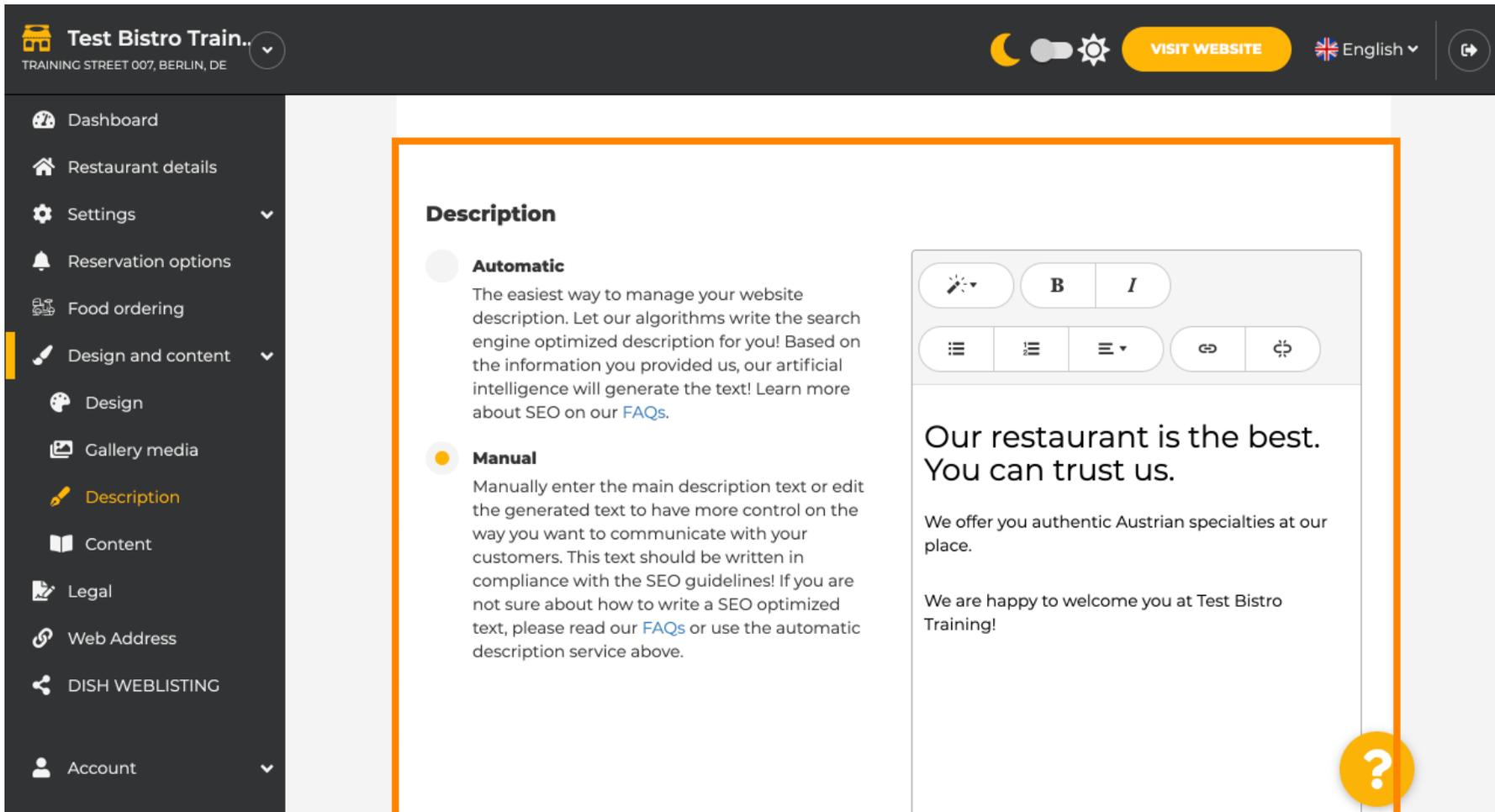
Date	Views
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28.08	27
30.08	2
01.09	0
03.09	1
05.09	2
07.09	9
08.09	19
09.09	28

-  Agora você está na seção **Descrição do site**, onde pode ajustar as configurações e editar as descrições.





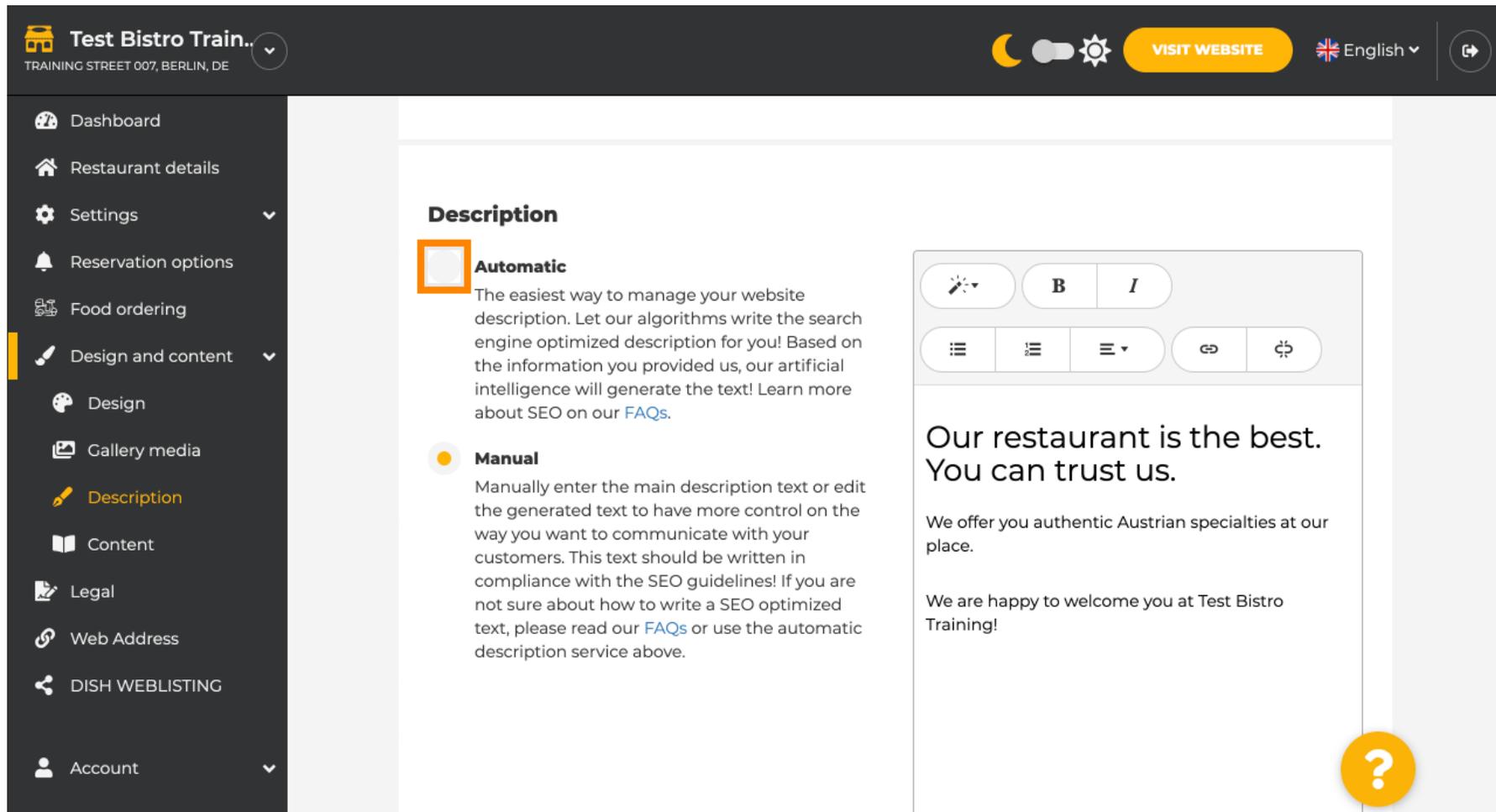
Role para baixo até a seção de descrição. Em **Descrição**, a descrição principal do seu estabelecimento pode ser editada.



The screenshot displays the DISH website management interface for 'Test Bistro Train...'. The top navigation bar includes a home icon, the restaurant name, address (TRAINING STREET 007, BERLIN, DE), a 'VISIT WEBSITE' button, a language selector (English), and a search icon. The left sidebar contains a menu with 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 features two options: 'Automatic' (selected) and 'Manual'. The 'Automatic' option provides a search engine optimized description. The 'Manual' option allows for editing the generated text. A rich text editor is visible, showing the text 'Our restaurant is the best. You can trust us.' followed by two paragraphs: 'We offer you authentic Austrian specialties at our place.' and '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.



Para ativar a função de descrição da IA, clique em **automático** . **Nota: A descrição automática é um recurso incluído apenas no 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 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 has two radio button options:

- Automatic** (selected): 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.

Below the options is a rich text editor with a toolbar containing icons for bold (B), italic (I), bulleted list, numbered list, link, and unlink. The editor contains the following text:

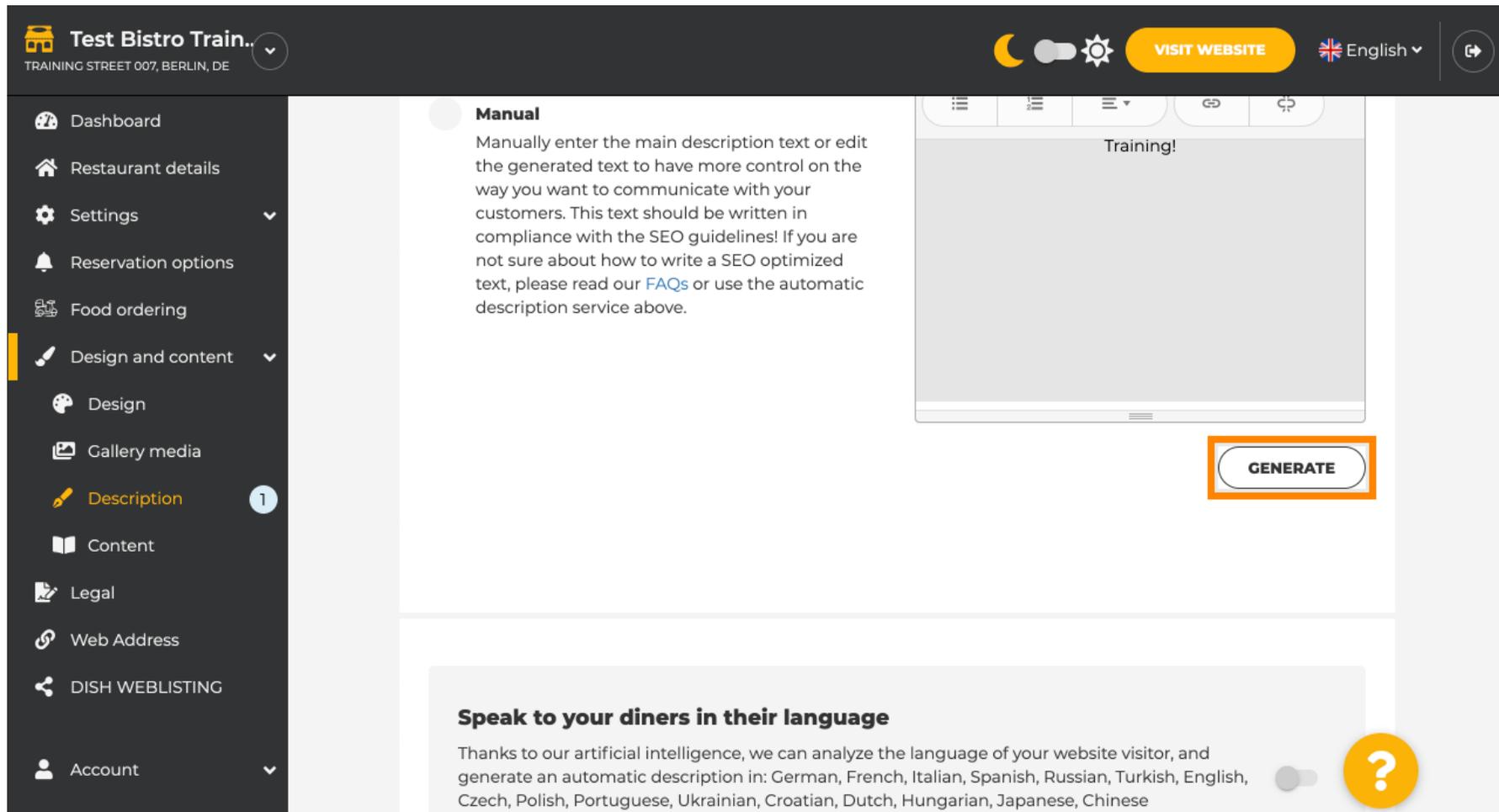
**Our restaurant is the best.
You can trust us.**

We offer you authentic Austrian specialties at our place.

We are happy to welcome you at Test Bistro Training!

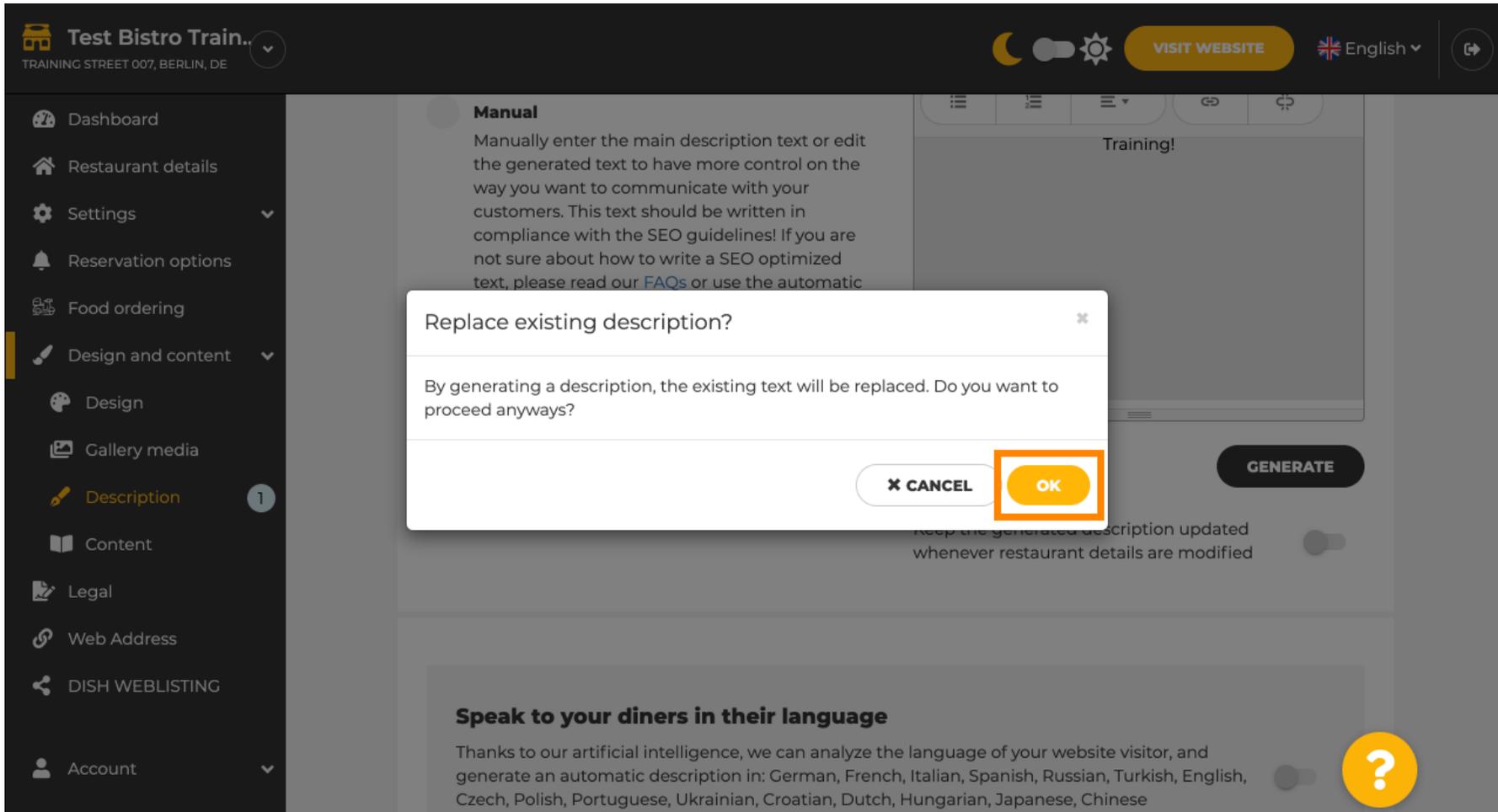
A yellow question mark icon is visible in the bottom right corner of the editor area.

- Para deixar a nova configuração entrar em vigor, clique em **gerar** . Isso irá gerar seu texto de descrição individual otimizado para o Google com base nos detalhes do seu estabelecimento.

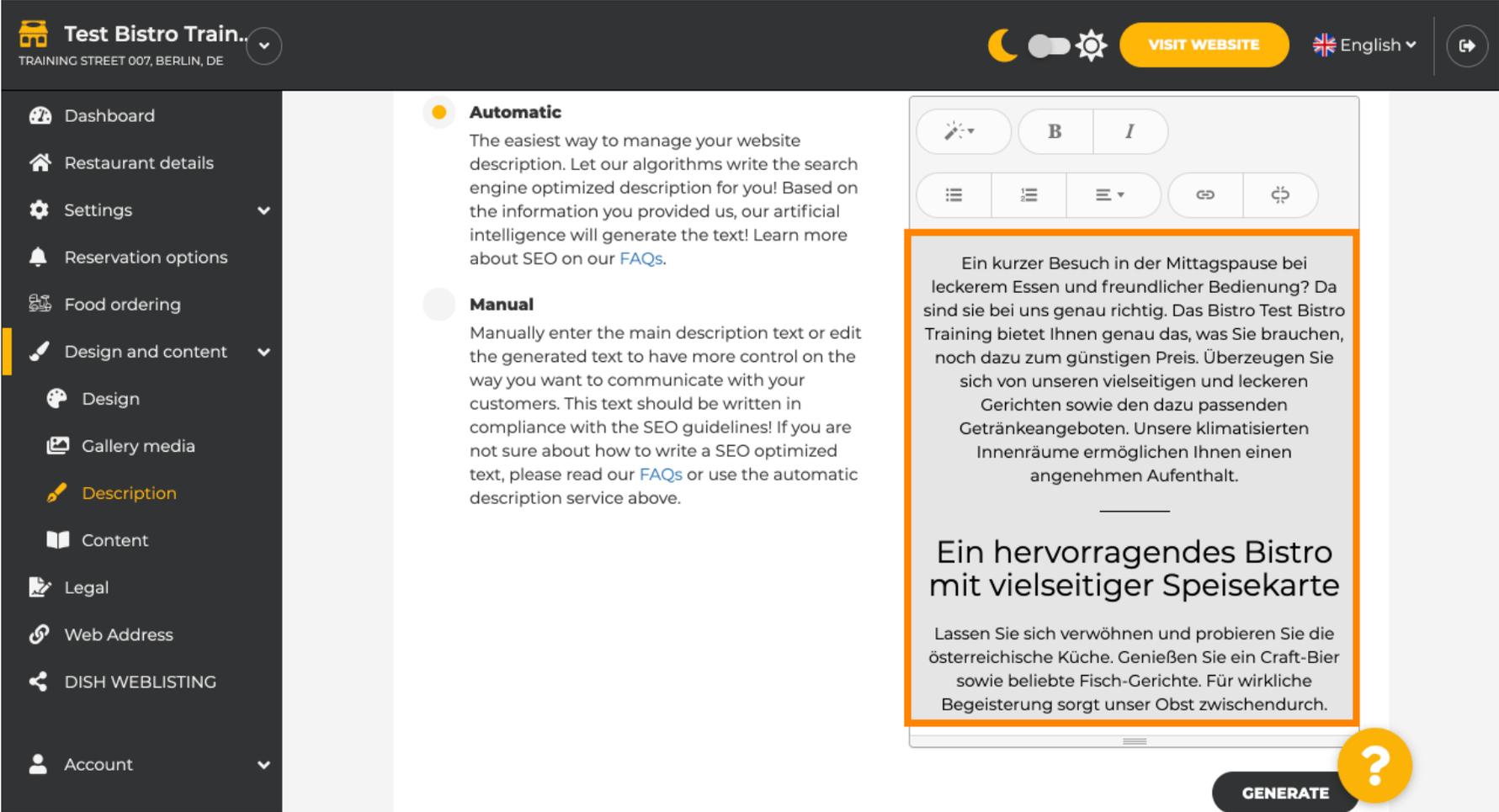


The screenshot shows the DISH website management interface for 'Test Bistro Train..' located at 'TRAINING STREET 007, BERLIN, DE'. The interface includes a navigation menu on the left with options like Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted), Design, Gallery media, Description (with a notification badge), Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area is titled 'Manual' and contains instructions: '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.' To the right of the text is a preview window showing a mobile browser view with the text 'Training!' and a 'GENERATE' button highlighted with an orange box. 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.

Sua descrição existente será substituída. Clique em **OK** para prosseguir.



 A nova **descrição gerada** é exibida no idioma definido em sua conta 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.

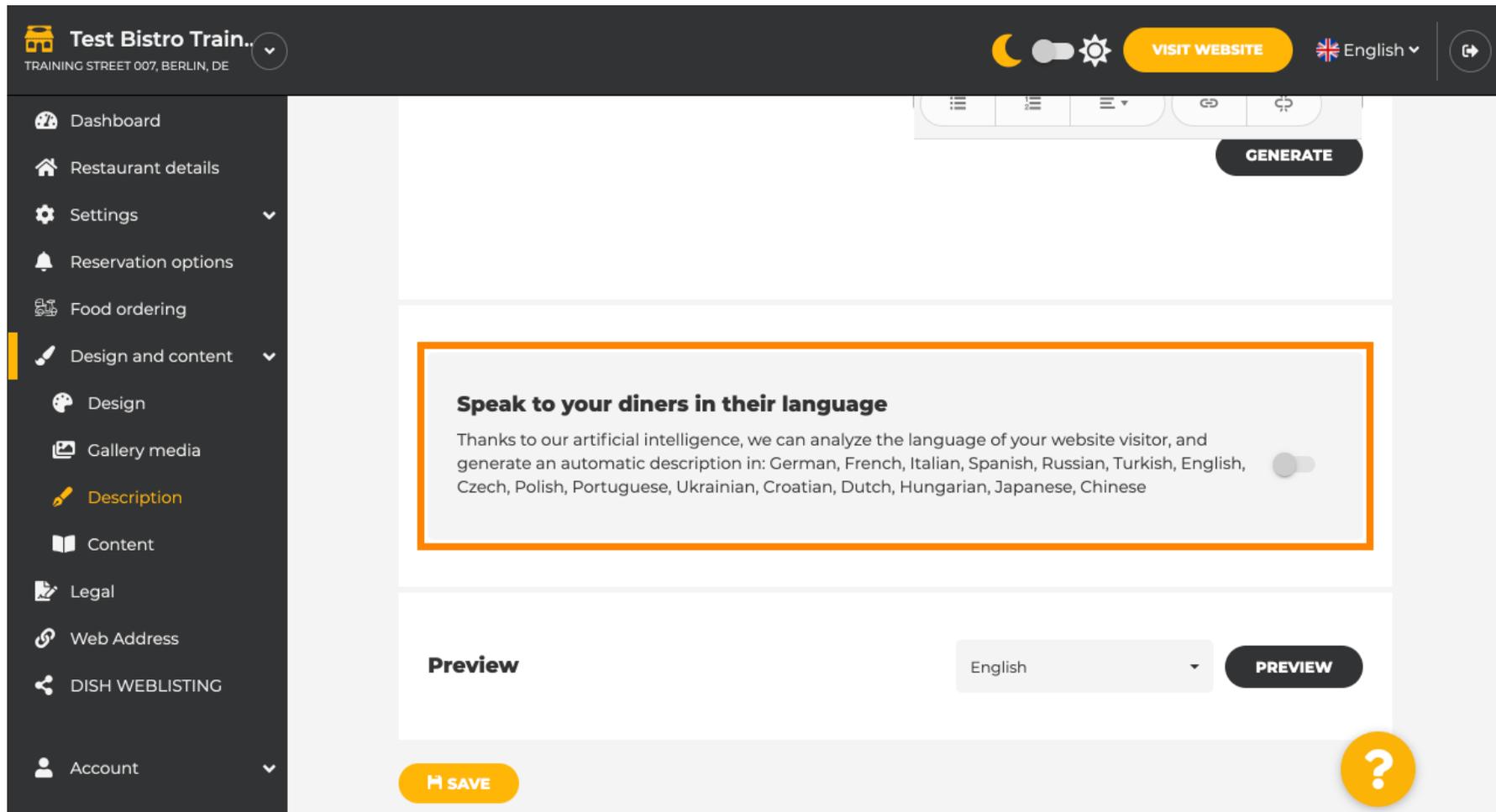
Ein hervorragendes Bistro mit vielseitiger Speisekarte

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 question mark icon.



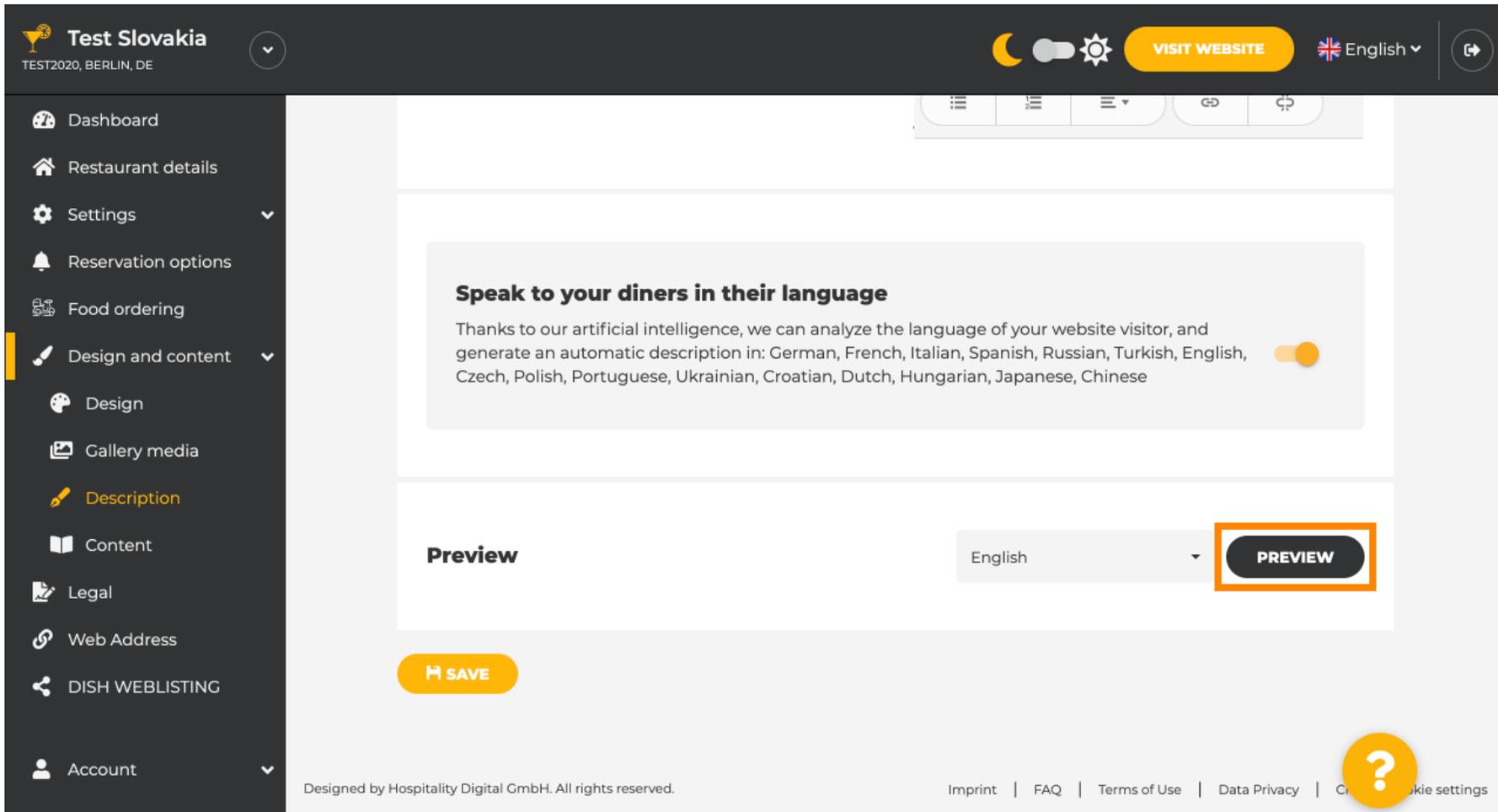
Se você deseja ativar que sua descrição seja exibida no idioma do visitante, clique no **botão** . **Nota:** Nossa IA analisa o idioma do visitante e o adapta imediatamente.



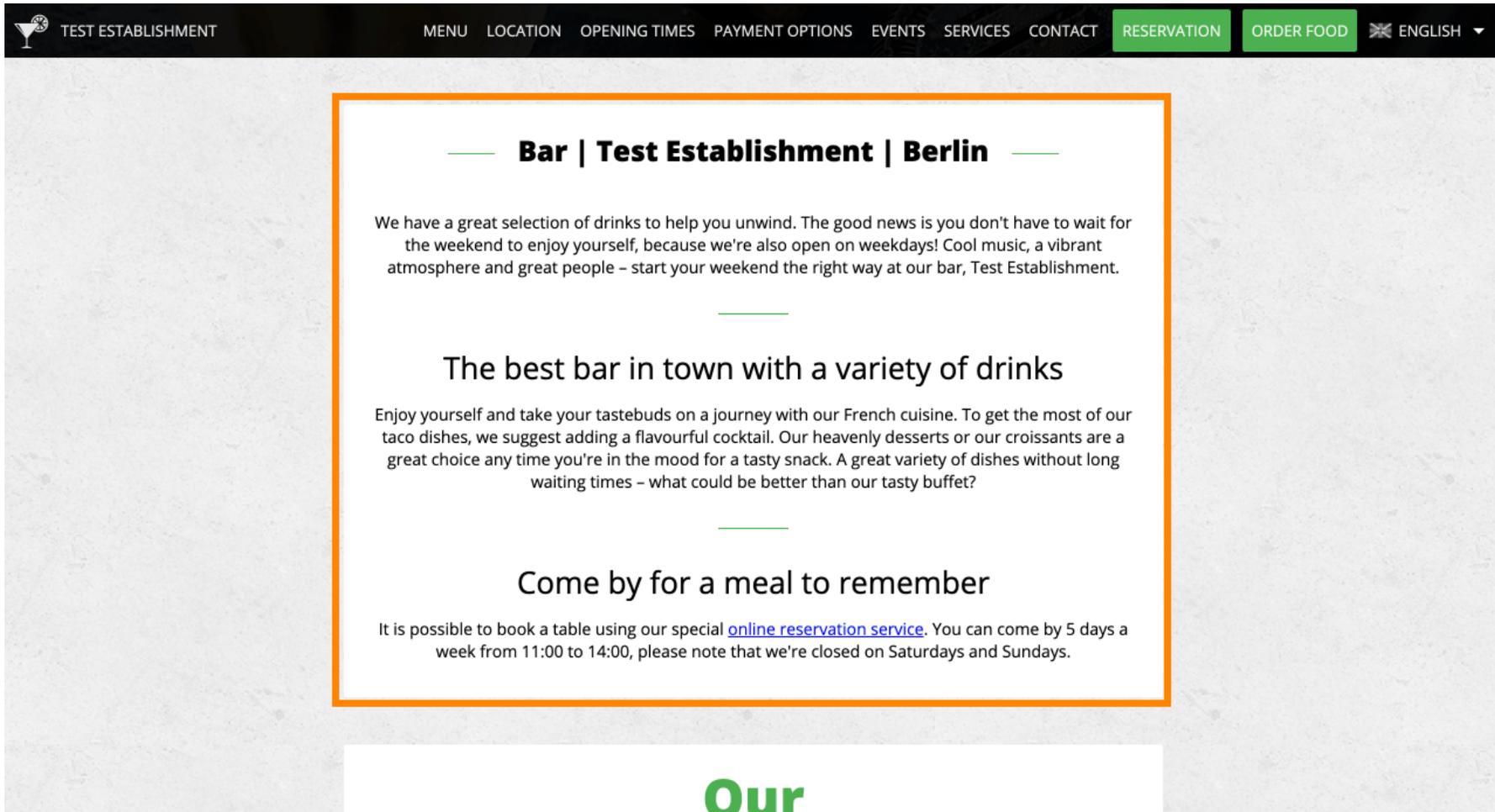
Certifique-se de aplicar todas as alterações clicando em **SALVAR**.

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 editing 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 box highlights the 'SAVE' button at the bottom of the editor. The footer contains copyright information and links for Imprint, FAQ, Terms of Use, Data Privacy, and Cookie settings.

👉 Clique em **PREVIEW** para ver as alterações efetivas em seu próprio site.



Esta é a sua nova **descrição gerada por IA**.





Para ver como seria o seu site em outro idioma, selecione **outro idioma** no menu suspenso e clique em **PRÉ-VISUALIZAR**.

The screenshot shows the DISH website editor interface. On the left is a dark sidebar menu with 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 has a top bar with a logo 'Test Establishm...', a 'VISIT WEBSITE' button, and a language dropdown set to 'English'. Below the top bar, there are two toggle switches: 'Keep the generated description updated whenever restaurant details are modified' and 'Speak to your diners in their language'. The second toggle is turned on. Below the second toggle, there is a text block explaining the AI feature. At the bottom of this section, there is a 'Preview' label, a dropdown menu currently set to 'Chinese', and a 'PREVIEW' button. This entire 'Preview' section is enclosed in an orange rectangular box. Below the preview section is a 'SAVE' button and a help icon (a question mark in a circle). At the very bottom, there is a footer with small text: 'Designed by Hospitality Digital GmbH. All rights reserved.' and a row of links: 'Imprint', 'FAQ', 'Terms of Use', 'Data Privacy', and 'Change cookie settings'.

 Neste caso, optamos por exibir o site em chinês. É isso. Você terminou.





Digitalize para acessar o player interativo