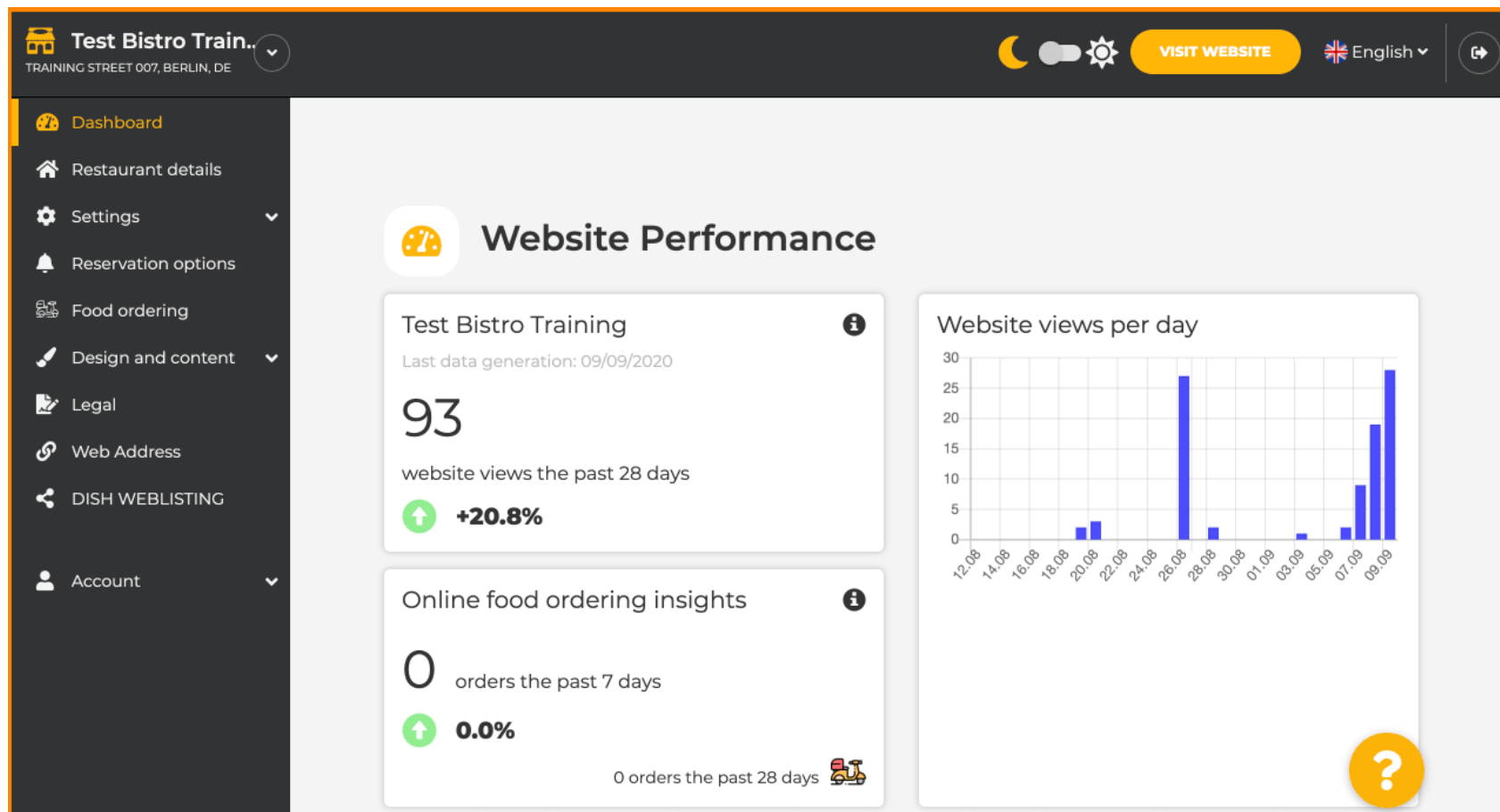
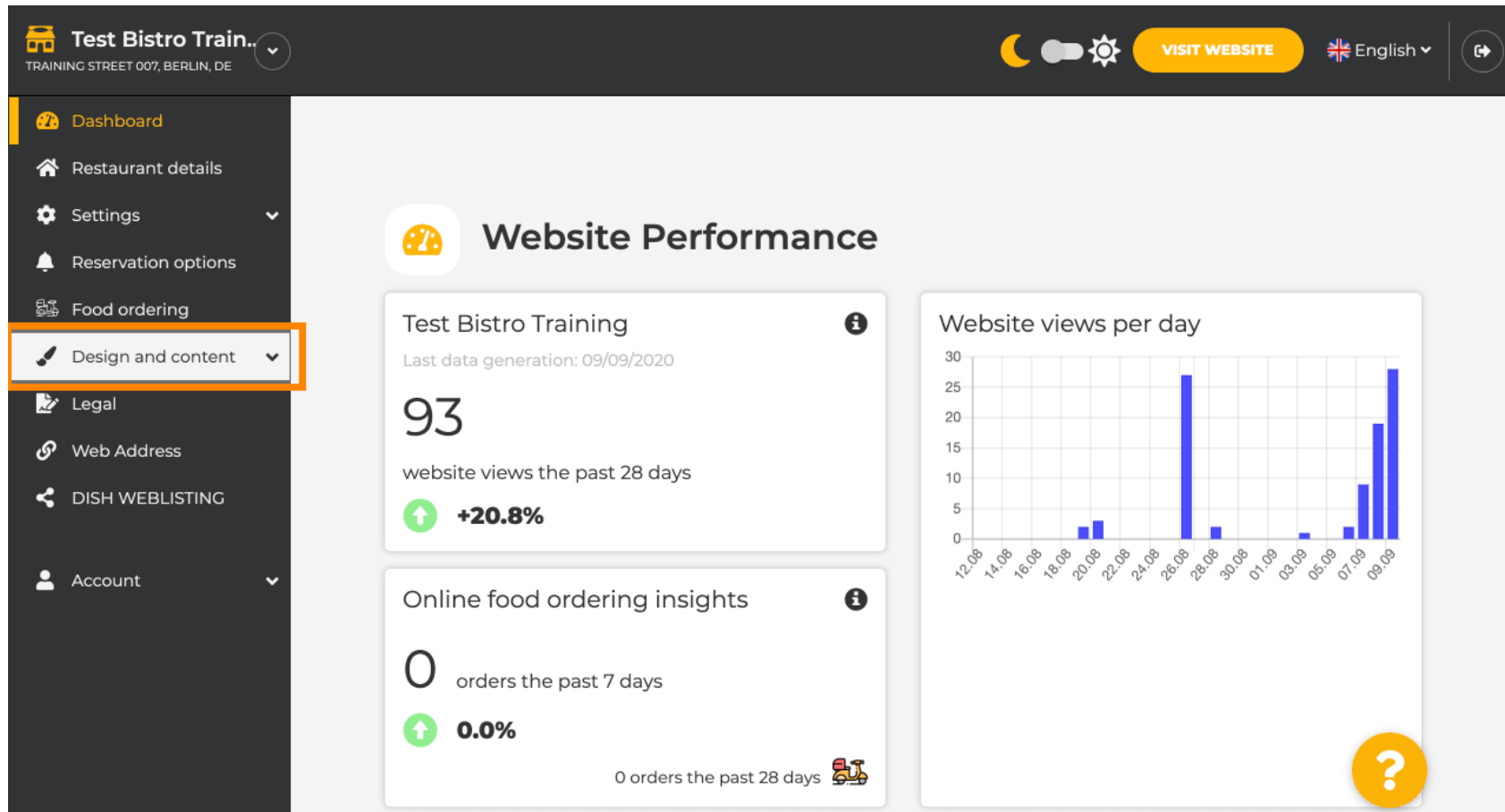


The first step is to log in to your **DISH Website account**. Note: <https://website.dish.co>

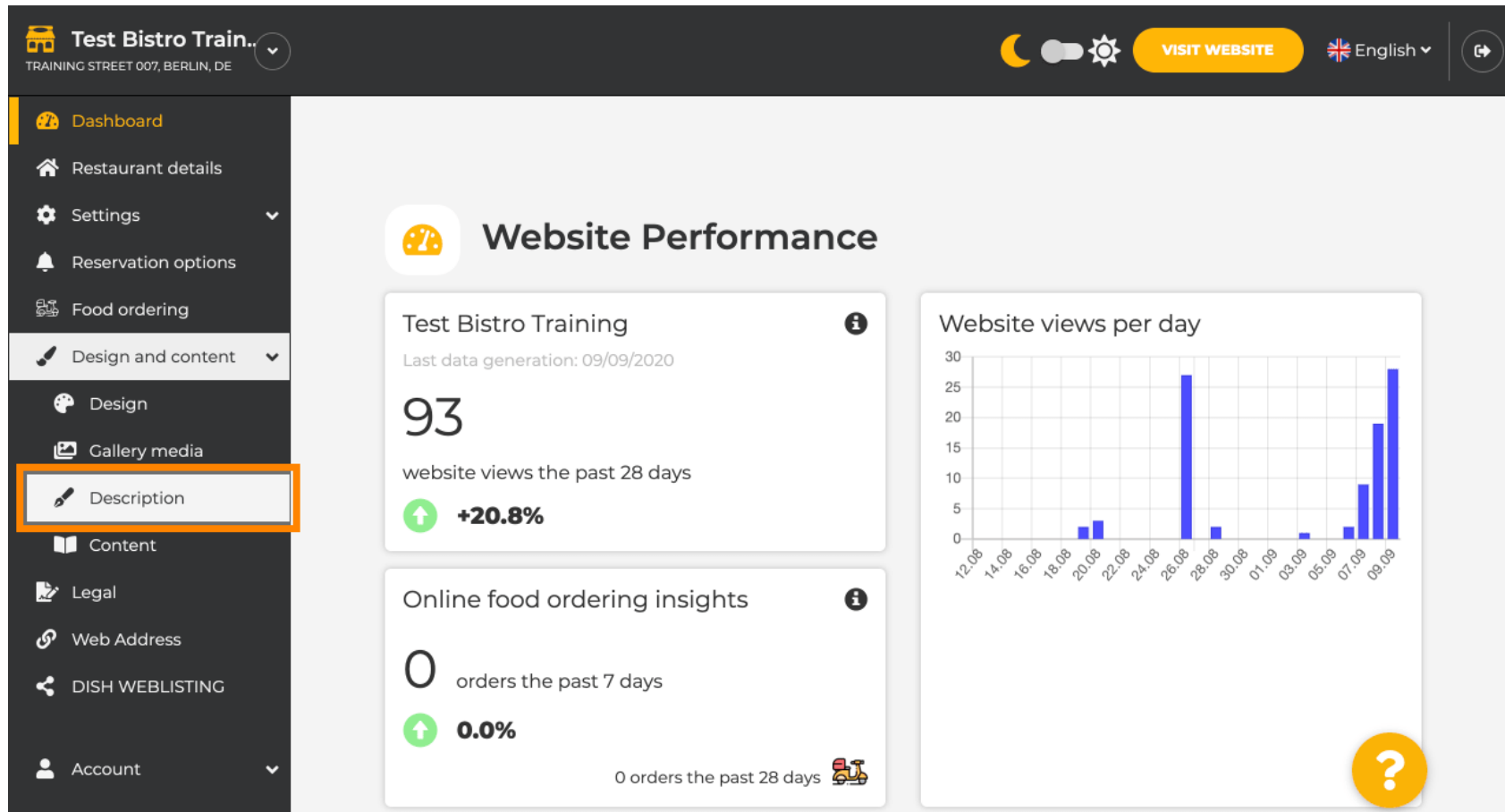


Once you are logged in, click on **Design and content**.



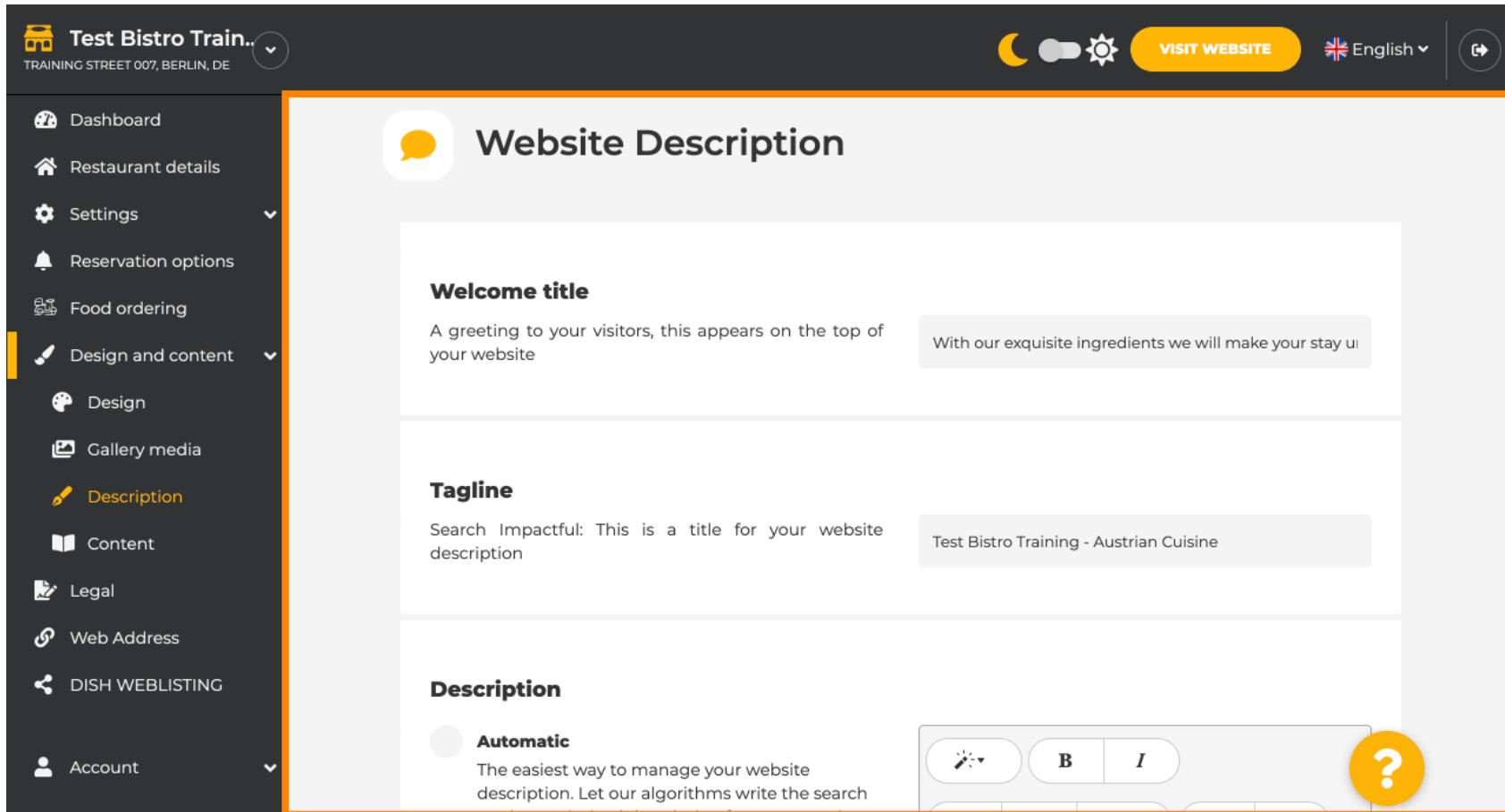


And then click on **Description**.





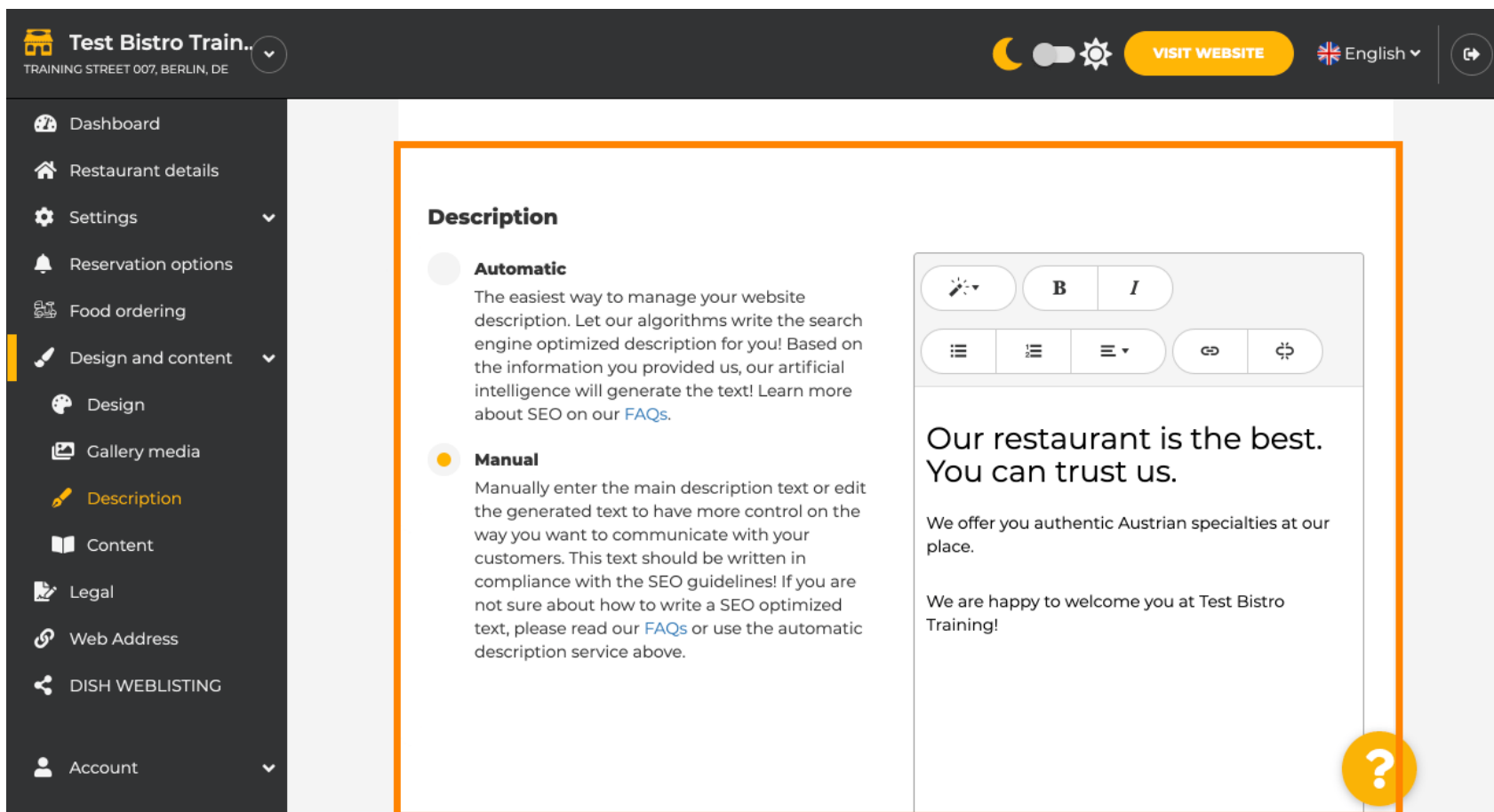
You are now at the **Website Description** section, where you can adjust settings and edit descriptions.



The screenshot shows the 'Website Description' section of the DISH website management interface. The interface has a dark sidebar on the left with a menu containing: 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 'Website Description' and contains three sections: 'Welcome title' with a text input field containing 'With our exquisite ingredients we will make your stay u...', 'Tagline' with a text input field containing 'Test Bistro Training - Austrian Cuisine', and 'Description' with a radio button selected for 'Automatic' and a text input field containing 'The easiest way to manage your website description. Let our algorithms write the search'. At the bottom right of the 'Description' section, there are buttons for 'B' and 'I' and a yellow circle with a question mark.



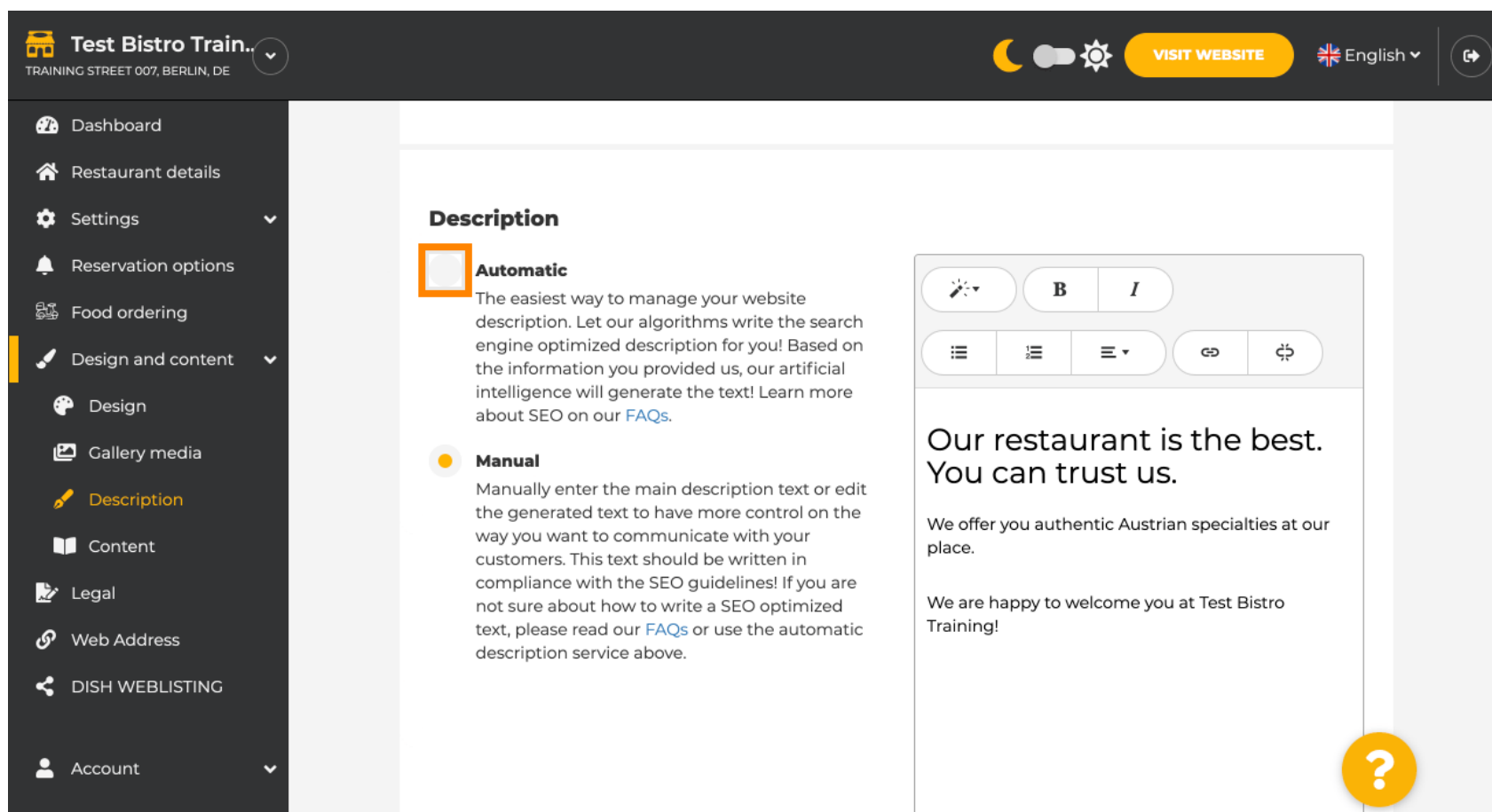
Scroll down to the description section. At **Description**, the main description of your establishment can be edited.



The screenshot shows the DISH website management interface for 'Test Bistro Train..'. The left sidebar contains a menu with 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 options: 'Automatic' and 'Manual'. The 'Automatic' option is selected, showing a description generated by AI: '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 description text area.



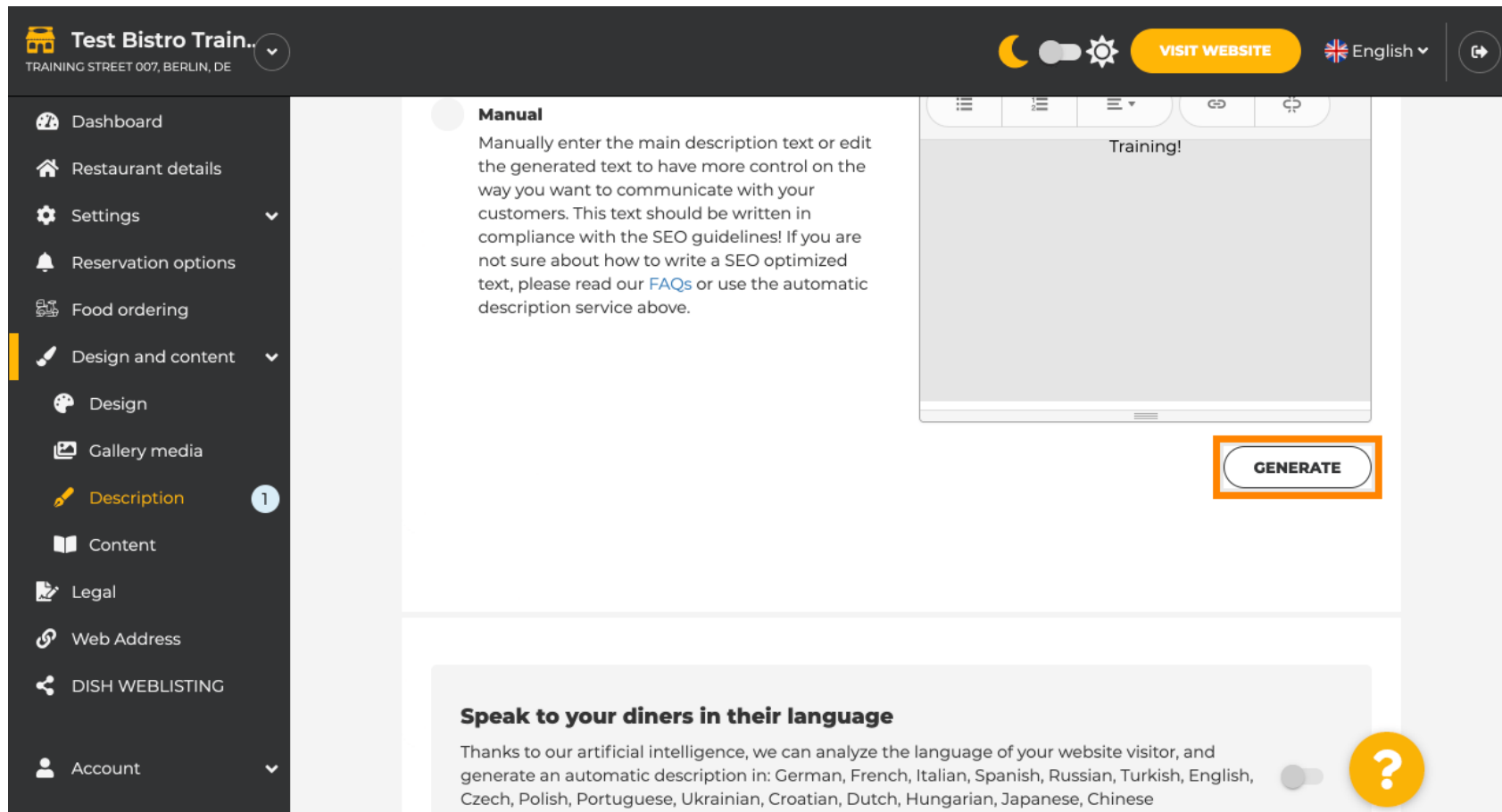
To activate the AI description function, click on **automatic**. Note: The automatic description is a feature only included in DISH Professional.



The screenshot shows the DISH website management interface. On the left is a dark sidebar with a menu containing: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted with a yellow bar), Design, Gallery media, Description (highlighted with a yellow bar), Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area has a dark header with the restaurant name 'Test Bistro Train...' and address 'TRAINING STREET 007, BERLIN, DE'. It also includes a 'VISIT WEBSITE' button, a language selector set to 'English', and a share icon. Below the header, the 'Description' section is active. It features two radio buttons: 'Automatic' (selected and highlighted with an orange square) and 'Manual'. The 'Automatic' option is described as the easiest way to manage the website description using AI. The 'Manual' option allows for manual entry of the description text. To the right of the text options is a rich text editor with buttons for bold (B), italic (I), bulleted list, numbered list, link, and unlink. The editor contains 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 circular help icon with a question mark is located in the bottom right corner of the editor area.

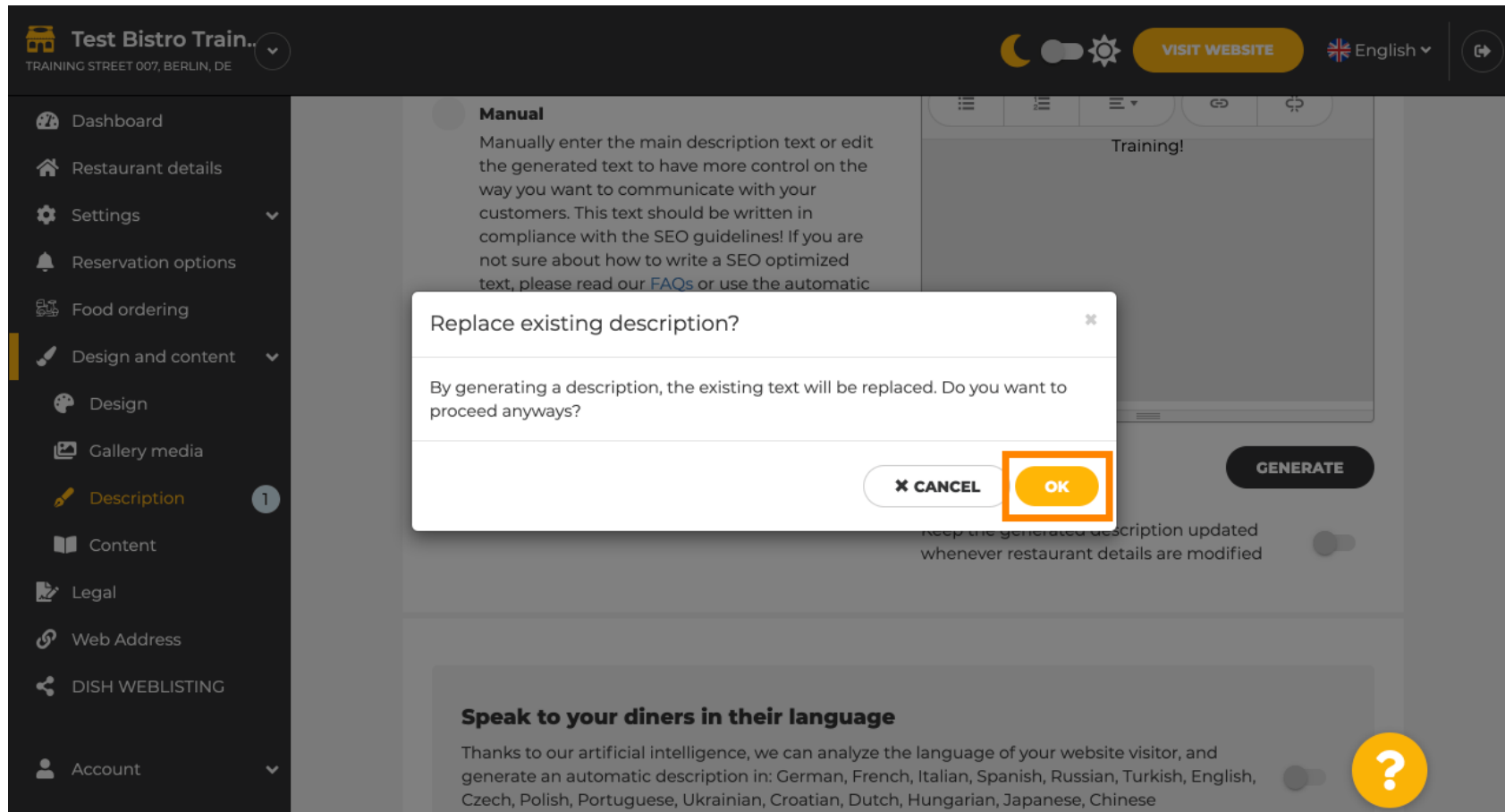


To now let the new setting become effective, click on **generate**. This will generate your individual Google optimised description text based on the details of your establishment.



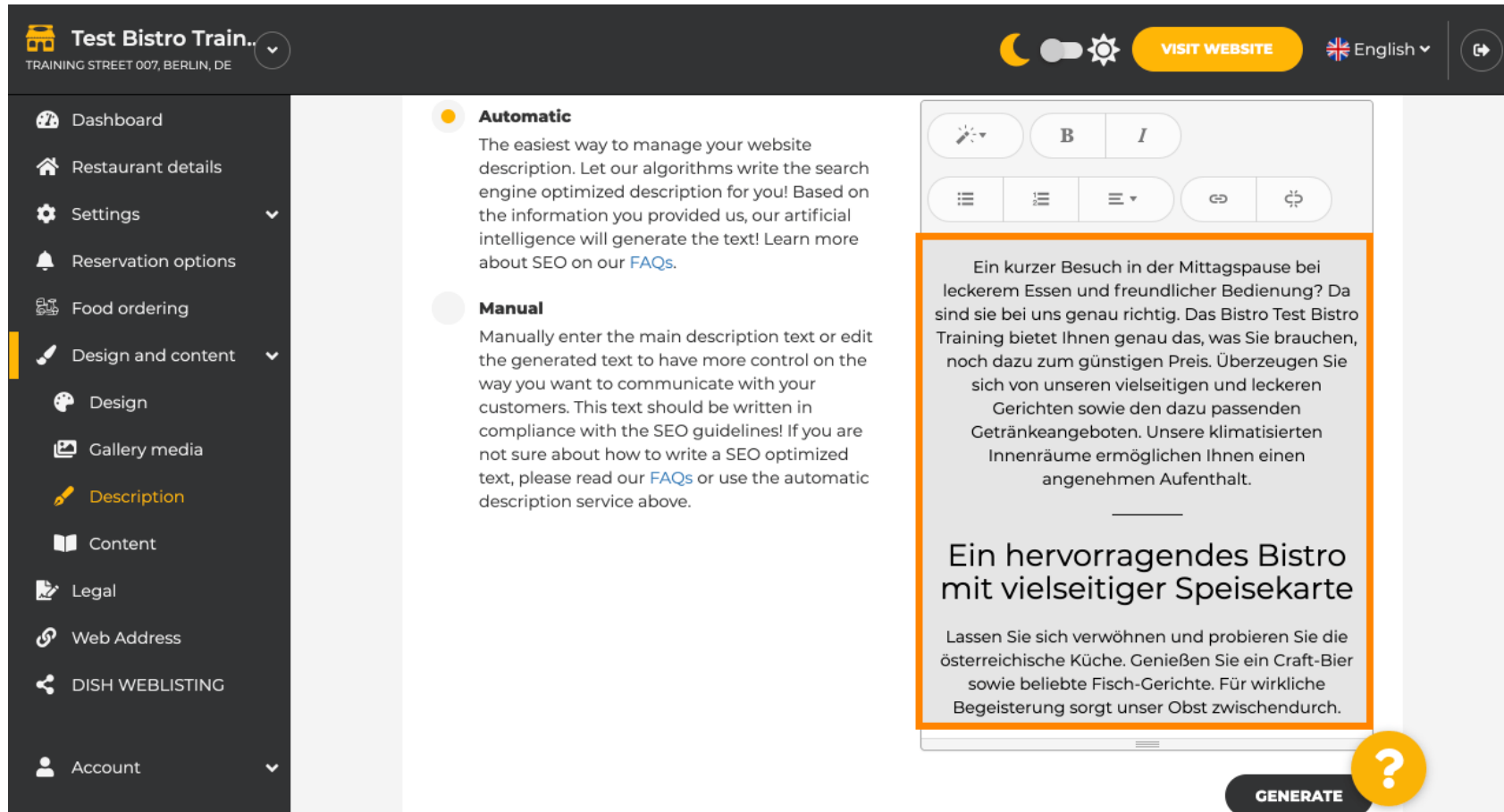
The screenshot shows the DISH website management interface. The top navigation bar includes a logo, a dropdown menu for 'Test Bistro Train..', a 'VISIT WEBSITE' button, and a language selector set to 'English'. The left sidebar contains a menu with items like 'Dashboard', 'Restaurant details', 'Settings', 'Reservation options', 'Food ordering', 'Design and content', 'Design', 'Gallery media', 'Description' (highlighted with a blue circle and a '1' badge), 'Content', 'Legal', 'Web Address', 'DISH WEBLISTING', and 'Account'. The main content area is divided into two sections. The top section is titled 'Manual' and contains text about manually entering description text. Below this text is a large grey box labeled 'Training!'. To the right of this box is a 'GENERATE' button. The bottom section is titled 'Speak to your diners in their language' and contains text about using artificial intelligence to generate descriptions in various languages. A toggle switch is visible next to this text, and a yellow circle with a question mark is in the bottom right corner.

 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 Training'. 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 displays two options for generating a description: 'Automatic' and 'Manual'. The 'Automatic' option is selected, showing a generated German text for the restaurant. The text is displayed in a preview box with a yellow border. Below the preview box is a 'GENERATE' button with a yellow question mark icon.

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.

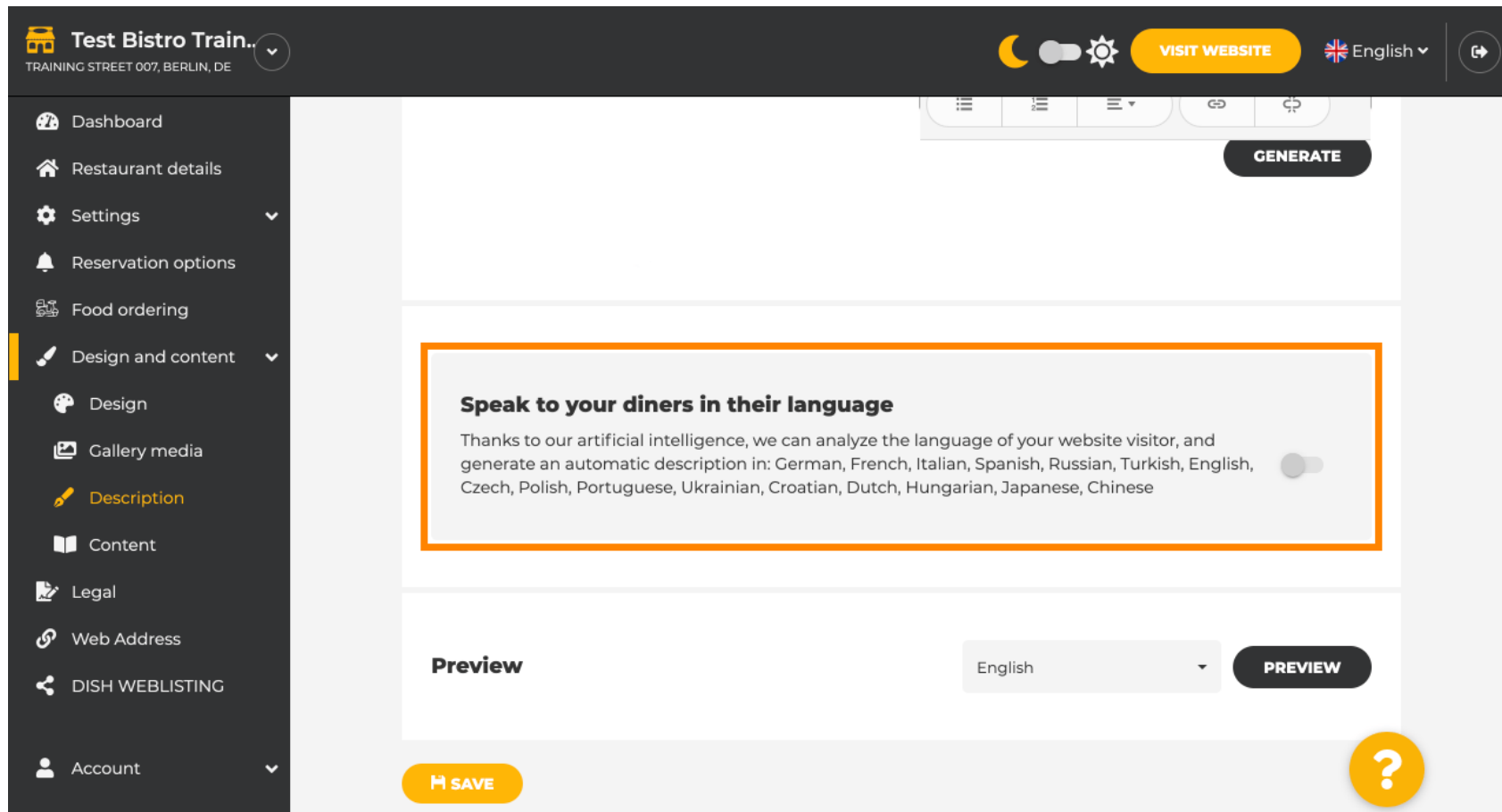
Ein hervorragendes Bistro mit vielseitiger Speisekarte

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

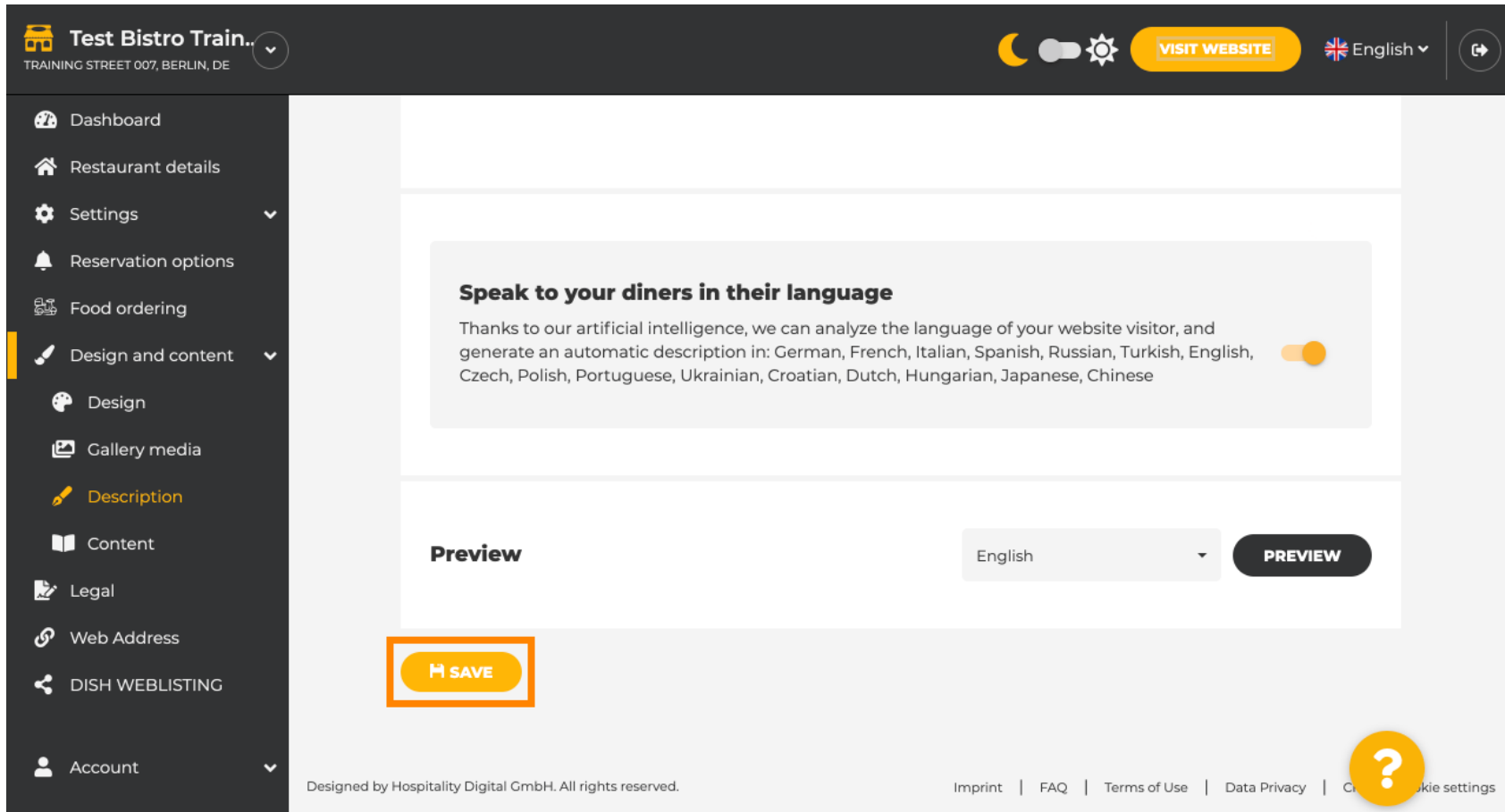


If you want to activate that your description is displayed in the visitor's language, click on the **switch**.
Note: Our AI analyses the language of the visitor and adapt it immediately.



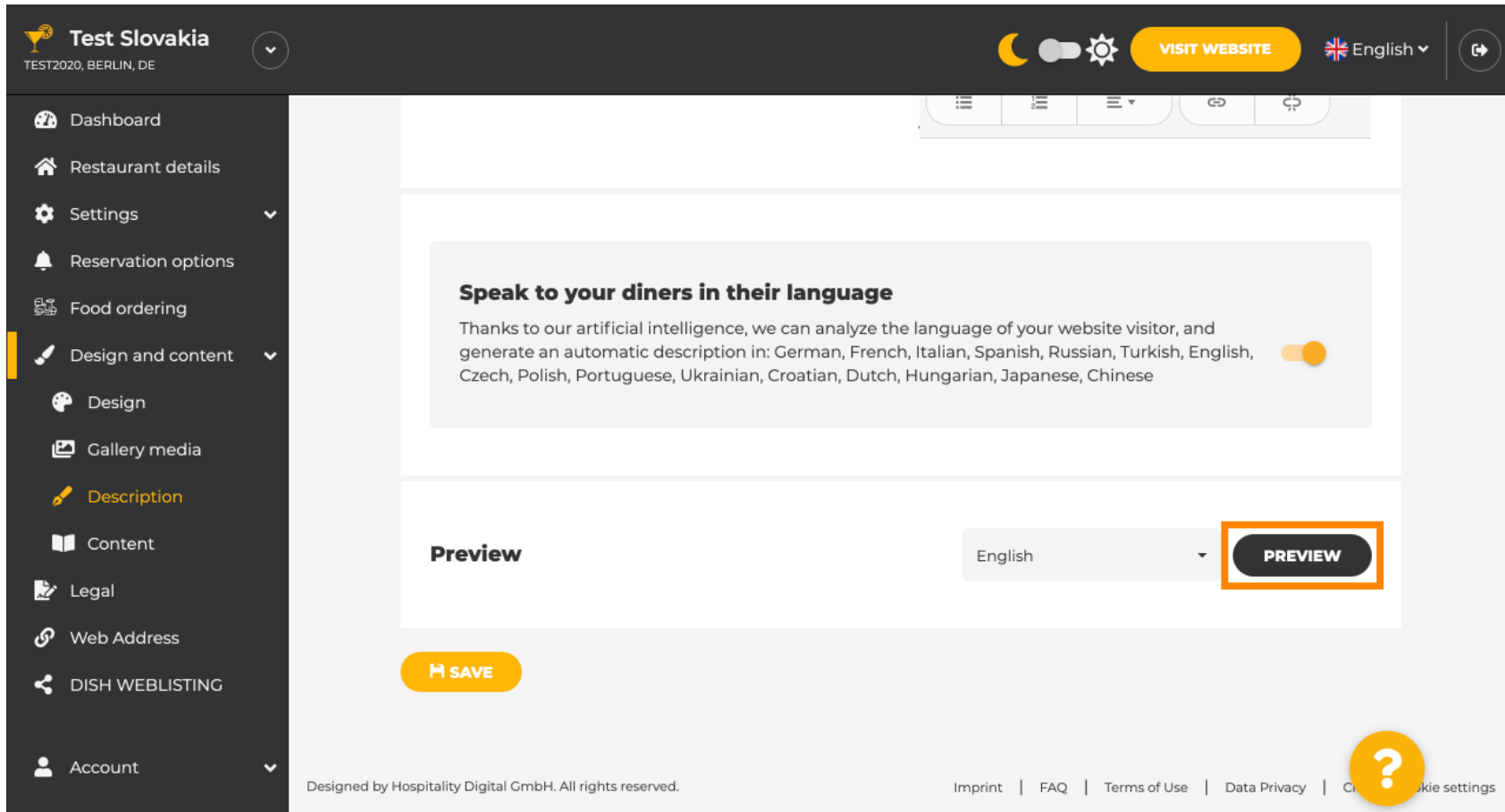


Make sure to apply all changes by clicking on **SAVE**.



The screenshot shows the DISH website editor interface. The top header includes the restaurant name "Test Bistro Train.." with a dropdown arrow, the address "TRAINING STREET 007, BERLIN, DE", a dark mode toggle, a "VISIT WEBSITE" button, a language selector set to "English", and a share icon. The left sidebar contains a menu with icons and labels: Dashboard, Restaurant details, Settings (with a dropdown arrow), Reservation options, Food ordering, Design and content (with a dropdown arrow and a yellow highlight bar), Design, Gallery media, Description (highlighted in yellow), Content, Legal, Web Address, DISH WEBLISTING, and Account (with a dropdown arrow). The main content area features a toggle switch 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. At the bottom of the main content area, a yellow "SAVE" button is highlighted with an orange rectangle. The footer contains the text "Designed by Hospitality Digital GmbH. All rights reserved." and a row of links: Imprint, FAQ, Terms of Use, Data Privacy, and Cookie settings, followed by a yellow circle with a question mark icon.

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



The screenshot shows the DISH website management interface for 'Test Slovakia'. The left sidebar contains a 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 displays a toggle for 'Speak to your diners in their language' with a list of supported languages and a 'PREVIEW' button highlighted with an orange border. Below this is a 'Preview' section with a language dropdown set to 'English' and a 'PREVIEW' button. At the bottom, there is a 'SAVE' button and a footer with links for Imprint, FAQ, Terms of Use, Data Privacy, and Cookie settings.

Test Slovakia
TEST2020, BERLIN, DE

Dashboard
Restaurant details
Settings
Reservation options
Food ordering
Design and content
Design
Gallery media
Description
Content
Legal
Web Address
DISH WEBLISTING
Account

Speak to your diners in their language
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

Preview
English
PREVIEW

SAVE

Designed by Hospitality Digital GmbH. All rights reserved.
Imprint | FAQ | Terms of Use | Data Privacy | Cookie settings



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

 TEST ESTABLISHMENT

MENULOCATIONOPENING TIMESPAYMENT OPTIONSEVENTSSERVICESCONTACTRESERVATIONORDER FOODENGLISH

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?

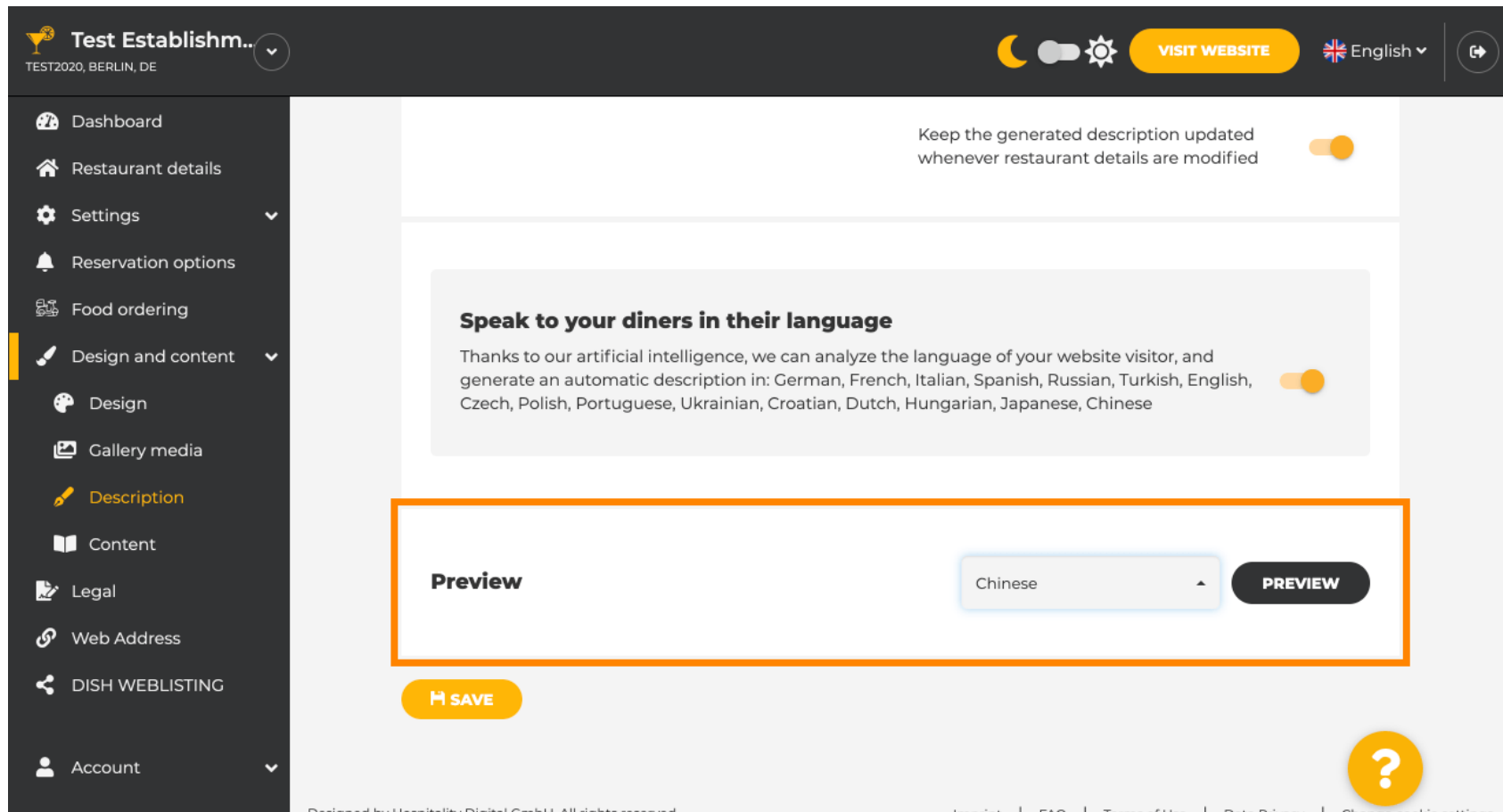
Come by for a meal to remember

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 and click on **PREVIEW**.



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 (highlighted), Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area has a top header with a logo, a dropdown menu, a 'VISIT WEBSITE' button, a language selector set to 'English', and a share icon. Below the header, there are two toggle switches: 'Keep the generated description updated whenever restaurant details are modified' and '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'. The 'Preview' section is highlighted with an orange border, showing a dropdown menu set to 'Chinese' and a 'PREVIEW' button. Below the preview section is a 'SAVE' button. A yellow question mark icon is in the bottom right corner.



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





Scan to go to the interactive player