



Click **Design and content**.

The screenshot shows the Dish website management dashboard for 'Test Bistro Train...'. 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), Legal, Web Address, DISH WEBLISTING, and Account. The main content area is titled 'Website Performance' and displays several metrics:

- Test Bistro Training**: Last data generation: 28/09/2023. Website views the past 28 days: 0, with a change of +0.0%.
- Website views per day**: A line chart showing views from 04.09 to 30.09. The y-axis ranges from 0 to 1.0.
- Top browsing languages**: German (3) and British English (2).
- Top devices**: A pie chart showing Tablet and Other devices.
- Opening hours views**: 0, with a change of +0.0%.
- Contacts**: 0, with a change of +0.0%.

Additional UI elements include a 'VISIT WEBSITE' button, language selection (English), and a help icon (question mark) in the bottom right corner.



Click on **Description**.

The screenshot shows the DISH website management interface. On the left is a navigation sidebar with the following items: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted with an orange box), Content, Section layout, Legal, Web Address, DISH WEBLISTING, and Account. The main content area is titled 'Website Performance' and contains several data cards:


- Test Bistro Training**: Shows 0 website views the past 28 days with a 0.0% change.
- Website views per day**: A line chart showing a flat line at 0.0 views from 04.09 to 30.09.
- Top browsing languages**: A list showing German (3) and British English (2).
- Top devices**: A pie chart showing 0.0% for Tablet and 0.0% for Other.
- Opening hours views**: Shows 0 views with a +0.0% change.
- Contacts**: Shows 0 contacts with a +0.0% change.

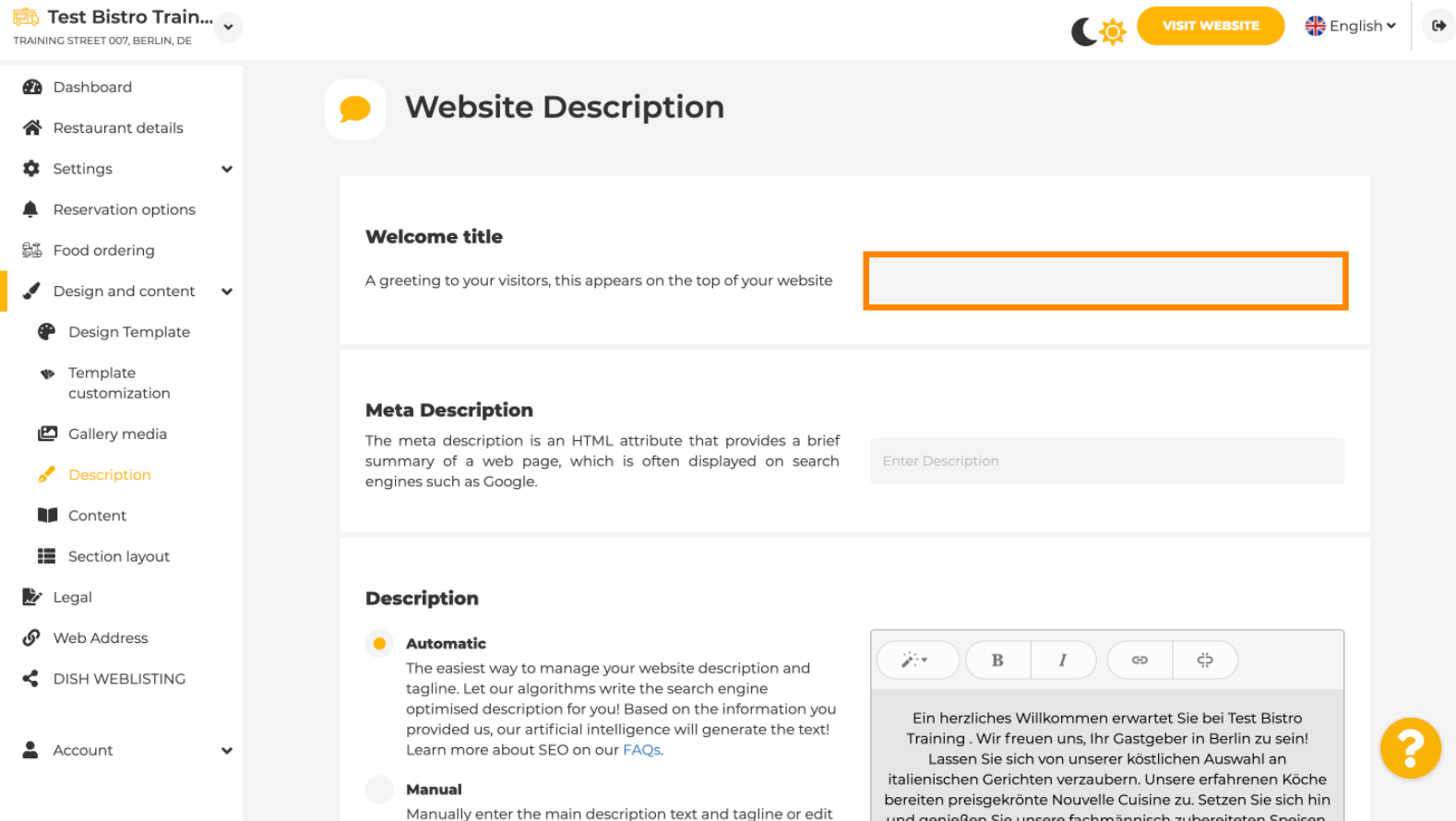
At the top right of the dashboard, there are icons for a moon and sun, a 'VISIT WEBSITE' button, and a language selector set to 'English'. A yellow question mark icon is located in the bottom right corner of the dashboard area.



In the first step, we will show you, how to add a welcome title to your DISH Website.

The screenshot shows the 'Website Description' configuration page for 'Test Bistro Training'. The interface includes a sidebar with navigation options like 'Dashboard', 'Restaurant details', 'Settings', 'Reservation options', 'Food ordering', 'Design and content', 'Design Template', 'Template customization', 'Gallery media', 'Description', 'Content', 'Section layout', 'Legal', 'Web Address', 'DISH WEBLISTING', and 'Account'. The main content area is titled 'Website Description' and contains three sections: 'Welcome title', 'Meta Description', and 'Description'. The 'Welcome title' section is highlighted with an orange border and contains a text input field. The 'Meta Description' section contains a text input field with the placeholder 'Enter Description'. The 'Description' section has two radio button options: 'Automatic' (selected) and 'Manual'. The 'Automatic' option includes a rich text editor with a preview of German text: 'Ein herzliches Willkommen erwartet Sie bei Test Bistro Training . Wir freuen uns, Ihr Gastgeber in Berlin zu sein! Lassen Sie sich von unserer köstlichen Auswahl an italienischen Gerichten verzaubern. Unsere erfahrenen Köche bereiten preisgekrönte Nouvelle Cuisine zu. Setzen Sie sich hin und genießen Sie unsere fachmännisch zubereiteten Speisen.' A yellow question mark icon is visible in the bottom right corner of the interface.

 To add a welcome title to your DISH Website, click on the **text field**, under **Welcome title** and type in the **preferred greeting**.



The screenshot shows the 'Website Description' configuration page for 'Test Bistro Train...'. The left sidebar contains navigation options: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted), Design Template, Template customization, Gallery media, Description (highlighted), Content, Section layout, Legal, Web Address, DISH WEBLISTING, and Account.

The main content area is titled 'Website Description' and contains three sections:

- Welcome title:** A greeting to your visitors, this appears on the top of your website. A text input field is highlighted with an orange border.
- Meta Description:** The meta description is an HTML attribute that provides a brief summary of a web page, which is often displayed on search engines such as Google. A text input field is labeled 'Enter Description'.
- Description:**
 - Automatic:** The easiest way to manage your website description and tagline. Let our algorithms write the search engine optimised 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 and tagline or edit.

At the bottom right of the 'Description' section, there is a rich text editor with a toolbar containing icons for undo, redo, bold (B), italic (I), and a question mark icon. The text in the editor reads: 'Ein herzliches Willkommen erwartet Sie bei Test Bistro Training . Wir freuen uns, Ihr Gastgeber in Berlin zu sein! Lassen Sie sich von unserer köstlichen Auswahl an italienischen Gerichten verzaubern. Unsere erfahrenen Köche bereiten preisgekrönte Nouvelle Cuisine zu. Setzen Sie sich hin und genießen Sie unsere fachmännisch zubereiteten Speisen.'



In the second step, we will show you how to add a Meta Description. **Note: Meta Description is a short summary of the website, which is relevant for search engine optimization such as Google.**

Test Bistro Train...
TRAINING STREET 007, BERLIN, DE

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

Welcome title
A greeting to your visitors, this appears on the top of your website

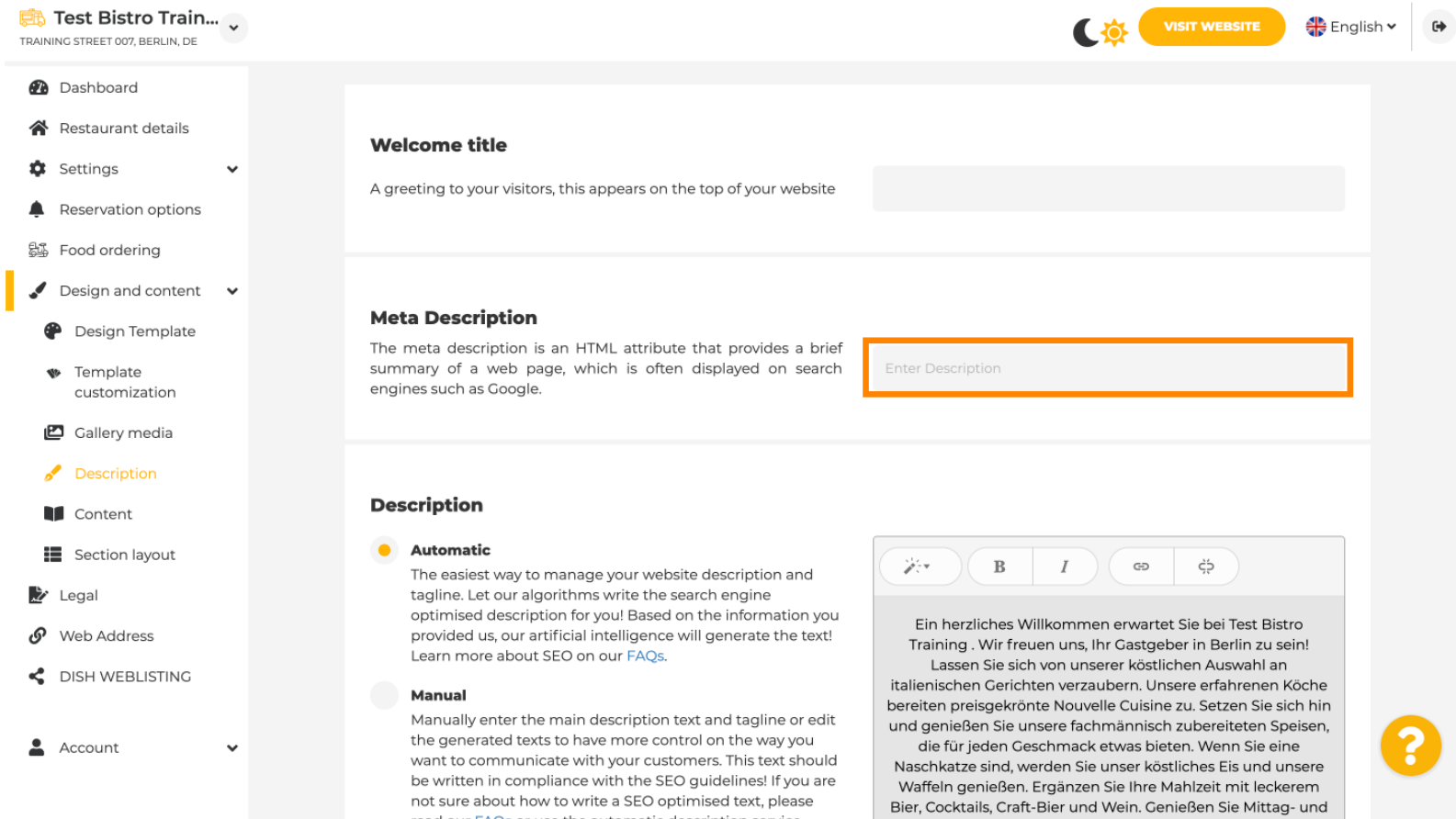
Meta Description
The meta description is an HTML attribute that provides a brief summary of a web page, which is often displayed on search engines such as Google.

Description

- Automatic**
The easiest way to manage your website description and tagline. Let our algorithms write the search engine optimised 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 and tagline or edit the generated texts 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 optimised text, please read our [FAQs](#) or use the automatic description service.

Ein herzliches Willkommen erwartet Sie bei Test Bistro Training . Wir freuen uns, Ihr Gastgeber in Berlin zu sein!
Lassen Sie sich von unserer köstlichen Auswahl an italienischen Gerichten verzaubern. Unsere erfahrenen Köche bereiten preisgekrönte Nouvelle Cuisine zu. Setzen Sie sich hin und genießen Sie unsere fachmännisch zubereiteten Speisen, die für jeden Geschmack etwas bieten. Wenn Sie eine Naschkatze sind, werden Sie unser köstliches Eis und unsere Waffeln genießen. Ergänzen Sie Ihre Mahlzeit mit leckerem Bier, Cocktails, Craft-Bier und Wein. Genießen Sie Mittag- und

 Now click on the **text field** to enter the preferred keyword for your Meta Description.



The screenshot shows the 'Test Bistro Training' website management interface. The left sidebar contains navigation options: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted), Design Template, Template customization, Gallery media, Description (highlighted), Content, Section layout, Legal, Web Address, DISH WEBLISTING, and Account. The main content area is divided into three sections: 'Welcome title', 'Meta Description', and 'Description'. The 'Meta Description' section includes a text field labeled 'Enter Description' which is highlighted with an orange border. The 'Description' section offers two options: 'Automatic' (selected) and 'Manual'. The 'Automatic' option is described as the easiest way to manage the website description and tagline, using AI to generate text based on provided information. The 'Manual' option allows for manual entry of the main description text and tagline. A rich text editor is visible at the bottom right, containing a sample German text about the restaurant's welcome message and menu.



Now we will show you how to edit/ add a description for your DISH Website.

Test Bistro Train...
TRAINING STREET 007, BERLIN, DE

VISIT WEBSITE English

- Dashboard
- Restaurant details
- Settings
- Reservation options
- Food ordering
- Design and content**
 - Design Template
 - Template customization
 - Gallery media
 - Description**
 - Content
 - Section layout
 - Legal
 - Web Address
 - DISH WEBLISTING
 - Account

Description

- Automatic**
The easiest way to manage your website description and tagline. Let our algorithms write the search engine optimised 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 and tagline or edit the generated texts 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 optimised text, please read our [FAQs](#) or use the automatic description service above.

Ein herzliches Willkommen erwartet Sie bei Test Bistro Training . Wir freuen uns, Ihr Gastgeber in Berlin zu sein!
Lassen Sie sich von unserer köstlichen Auswahl an italienischen Gerichten verzaubern. Unsere erfahrenen Köche bereiten preisgekrönte Nouvelle Cuisine zu. Setzen Sie sich hin und genießen Sie unsere fachmännisch zubereiteten Speisen, die für jeden Geschmack etwas bieten. Wenn Sie eine Naschkatze sind, werden Sie unser köstliches Eis und unsere Waffeln genießen. Ergänzen Sie Ihre Mahlzeit mit leckerem Bier, Cocktails, Craft-Bier und Wein. Genießen Sie Mittag- und Abendessen in unserem stilvollen Lokal. Zusätzlich zu unserem tollen Service haben wir eine schöne Lounge.

Ein unvergessliches Abenteuer der italienischen Küche!

Erleben Sie das Vergnügen eines Gourmet-Essens zu Hause mit unserer Option zum Mitnehmen und Liefern. Unser

GENERATE



The description can be generated automatically or edited manually. Choose here the preferred option.
Note: max 1800 characters.

Test Bistro Train...
TRAINING STREET 007, BERLIN, DE

VISIT WEBSITE English

- Dashboard
- Restaurant details
- Settings
- Reservation options
- Food ordering
- Design and content**
 - Design Template
 - Template customization
 - Gallery media
 - Description**
 - Content
 - Section layout
 - Legal
 - Web Address
 - DISH WEBLISTING
- Account

Description

- Automatic**
The easiest way to manage your website description and tagline. Let our algorithms write the search engine optimised 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 and tagline or edit the generated texts 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 optimised text, please read our [FAQs](#) or use the automatic description service above.

Ein herzliches Willkommen erwartet Sie bei Test Bistro Training . Wir freuen uns, Ihr Gastgeber in Berlin zu sein! Lassen Sie sich von unserer köstlichen Auswahl an italienischen Gerichten verzaubern. Unsere erfahrenen Köche bereiten preisgekrönte Nouvelle Cuisine zu. Setzen Sie sich hin und genießen Sie unsere fachmännisch zubereiteten Speisen, die für jeden Geschmack etwas bieten. Wenn Sie eine Naschkatze sind, werden Sie unser köstliches Eis und unsere Waffeln genießen. Ergänzen Sie Ihre Mahlzeit mit leckerem Bier, Cocktails, Craft-Bier und Wein. Genießen Sie Mittag- und Abendessen in unserem stilvollen Lokal. Zusätzlich zu unserem tollen Service haben wir eine schöne Lounge.

Ein unvergessliches Abenteuer der italienischen Küche!

Erleben Sie das Vergnügen eines Gourmet-Essens zu Hause mit unserer Option zum Mitnehmen und Liefern. Unser

GENERATE

If you use the manual option, you can edit the **headlines**, **font thickness** and **insert links**.

The screenshot shows the 'Description' management interface for 'Test Bistro Training'. The left sidebar contains navigation options: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (selected), Design Template, Template customization, Gallery media, Description (highlighted), Content, Section layout, Legal, Web Address, DISH WEBLISTING, and Account.

The main content area is titled 'Description' and offers two options:

- Automatic:** The easiest way to manage your website description and tagline. Let our algorithms write the search engine optimised 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 and tagline or edit the generated texts 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 optimised text, please read our [FAQs](#) or use the automatic description service above.

The 'Manual' option is selected, and a rich text editor is shown. The editor toolbar includes icons for bold (B), italic (I), link, and unlink. The text in the editor reads: 'Ein herzliches Willkommen erwartet Sie bei Test Bistro Training . Wir freuen uns, Ihr Gastgeber in Berlin zu sein! Lassen Sie sich von unserer köstlichen Auswahl an italienischen Gerichten verzaubern. Unsere erfahrenen Köche bereiten preisgekrönte Nouvelle Cuisine zu. Setzen Sie sich hin und genießen Sie unsere fachmännisch zubereiteten Speisen, die für jeden Geschmack etwas bieten. Wenn Sie eine Naschkatze sind, werden Sie unser köstliches Eis und unsere Waffeln genießen. Ergänzen Sie Ihre Mahlzeit mit leckerem Bier, Cocktails, Craft-Bier und Wein. Genießen Sie Mittag- und Abendessen in unserem stilvollen Lokal. Zusätzlich zu unserem tollen Service haben wir eine schöne Lounge.'

Below the editor, a character count indicates: 'You have used 1405/1800 of characters enabled for this module of your website. **If there is more that you did like to tell to visitors of your website please use another module of your website.**'



A Tagline is the title for your website description. **Note: Tagline is only editable when the Description is set to manual.**

The screenshot displays the DISH website management interface for 'Test Bistro Train...'. The left sidebar contains a navigation menu with items: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted), Design Template, Template customization, Gallery media, Description (highlighted), Content, Section layout, Legal, Web Address, DISH WEBLISTING, and Account. The main content area is titled 'Description' and features a 'GENERATE' button at the top right. A section titled 'Tagline' is highlighted with an orange border; it includes a sub-header 'Tagline', a note: 'Search Impactful: This is a title for your website description (please note that it is only editable when your Description is set to Manual)', and a text input field containing 'Test Bistro Training Foodtruck'. Below this is a section titled 'Speak to your diners in english' with a sub-note: 'Thanks to our artificial intelligence, we can generate an automatic description in the language of the establishment country and in english.' and a toggle switch. At the bottom, there is a 'Preview' section with a language dropdown set to 'Czech' and a 'PREVIEW' button. A 'SAVE' button is located at the bottom left, and a help icon (?) is at the bottom right.

T To edit a Tagline, click on the text field and enter here the desired text.

Test Bistro Train...
TRAINING STREET 007, BERLIN, DE

GENERATE

Tagline
Search Impactful: This is a title for your website description (please note that it is only editable when your Description is set to Manual)

Test Bistro Training Foodtruck

Speak to your diners in english
Thanks to our artificial intelligence, we can generate an automatic description in the language of the establishment country and in english.

Preview Czech **PREVIEW**

SAVE ?

By enabling the **switch**, the description will be available in the preferred foreign language and translated in English. **Note: This is only possible with the automatic Description and the premium package.**

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 Template, Template customization, Gallery media, Description, Content, Section layout, Legal, Web Address, DISH WEBLISTING, and Account. The main content area is titled 'Description' and includes a 'GENERATE' button. Below this is the 'Tagline' section with a text input field containing 'Test Bistro Training Foodtruck'. The 'Description' section is highlighted with an orange border and contains a toggle switch for 'Speak to your diners in english', which is currently turned off. Below this is a 'Preview' section with a language dropdown set to 'Czech' and a 'PREVIEW' button. At the bottom left is a 'SAVE' button and at the bottom right is a help icon (question mark).



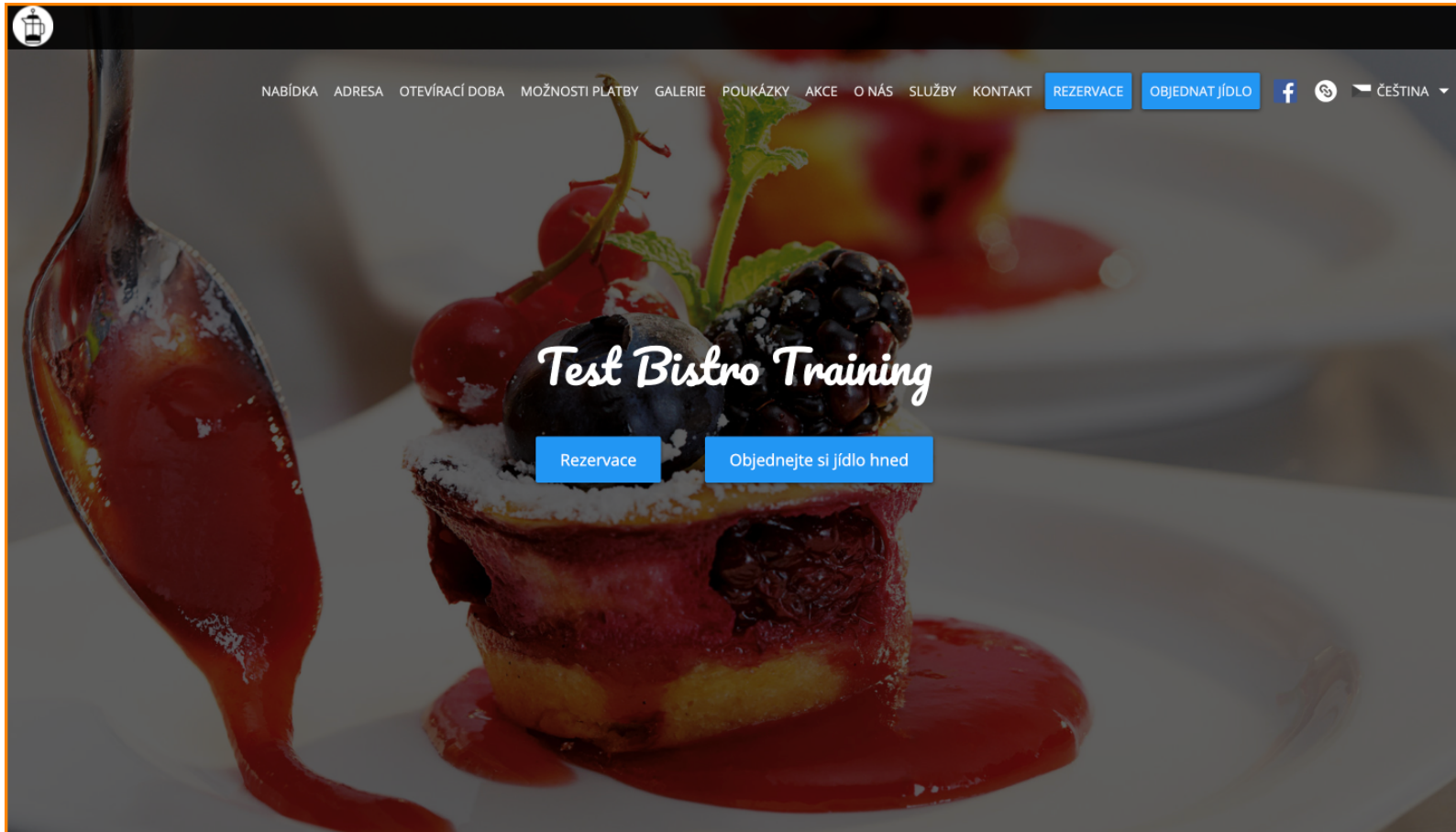
Click **SAVE** to save the changes.

The screenshot displays the DISH website management interface for 'Test Bistro Train...'. The left sidebar contains a navigation menu with items: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted), Design Template, Template customization, Gallery media, Description (highlighted), Content, Section layout, Legal, Web Address, DISH WEBLISTING, and Account. The main content area is divided into sections: a 'GENERATE' button at the top right; a 'Tagline' section with a text input field containing 'Test Bistro Training Foodtruck' and a note that it is only editable when the description is set to manual; a 'Speak to your diners in english' section with a toggle switch; a 'Preview' section with a language dropdown set to 'Czech' and a 'PREVIEW' button; and a 'SAVE' button at the bottom left, which is highlighted with an orange box. A yellow question mark icon is located at the bottom right of the interface.

To preview your website in a different language, **select** a language and click on preview.

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 Template, Template customization, Gallery media, Description (highlighted), Content, Section layout, Legal, Web Address, DISH WEBLISTING, and Account. The main content area is divided into sections: 'Tagline' with a text input field containing 'Test Bistro Training Foodtruck', 'Speak to your diners in english' with a toggle switch, and 'Preview' with a language dropdown menu set to 'Czech' and a 'PREVIEW' button. A 'GENERATE' button is visible in the top right corner. A 'SAVE' button is at the bottom left, and a help icon is at the bottom right.

- Now you know how to adjust and add a description to DISH Website. That's it, you're done.





Scan to go to the interactive player