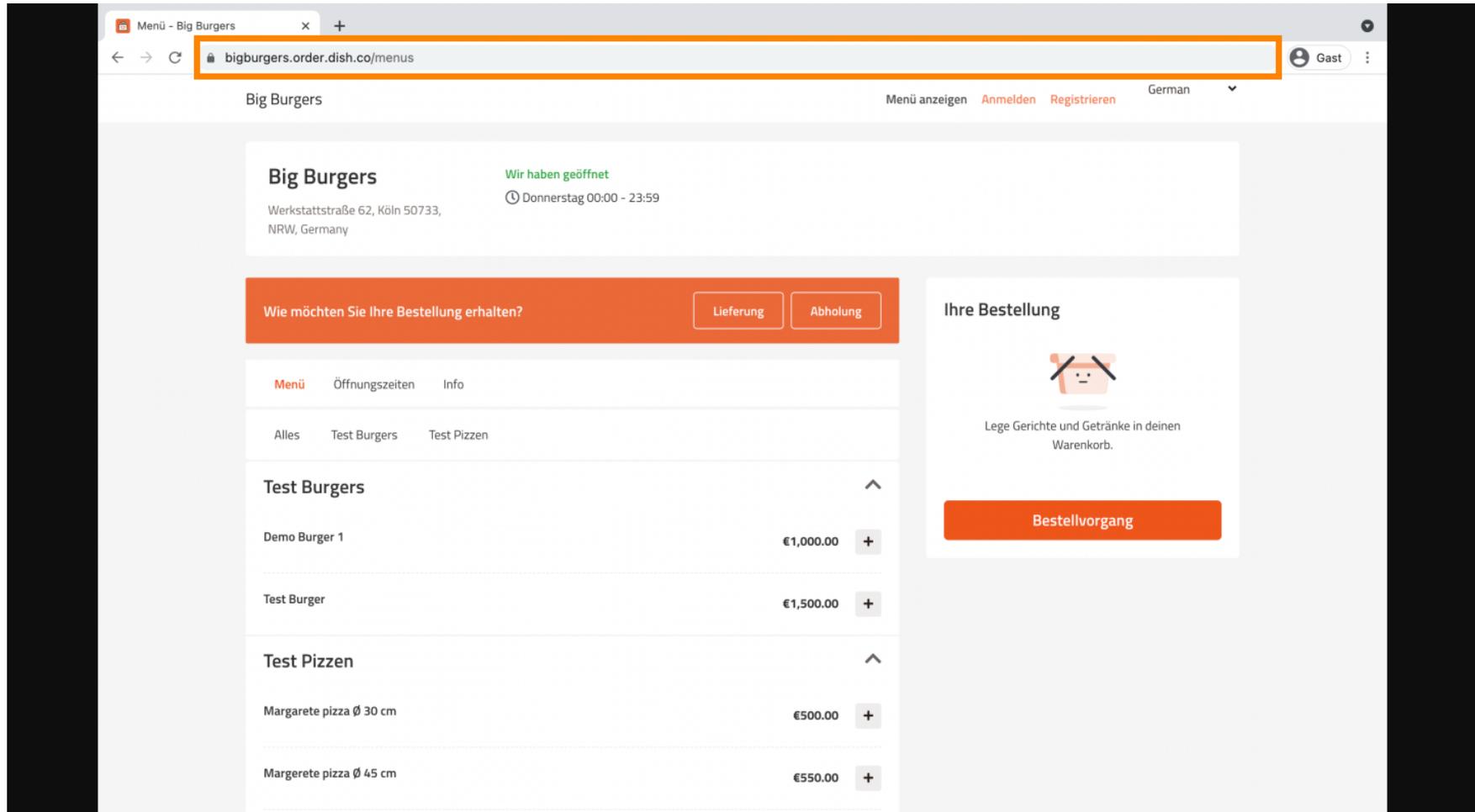


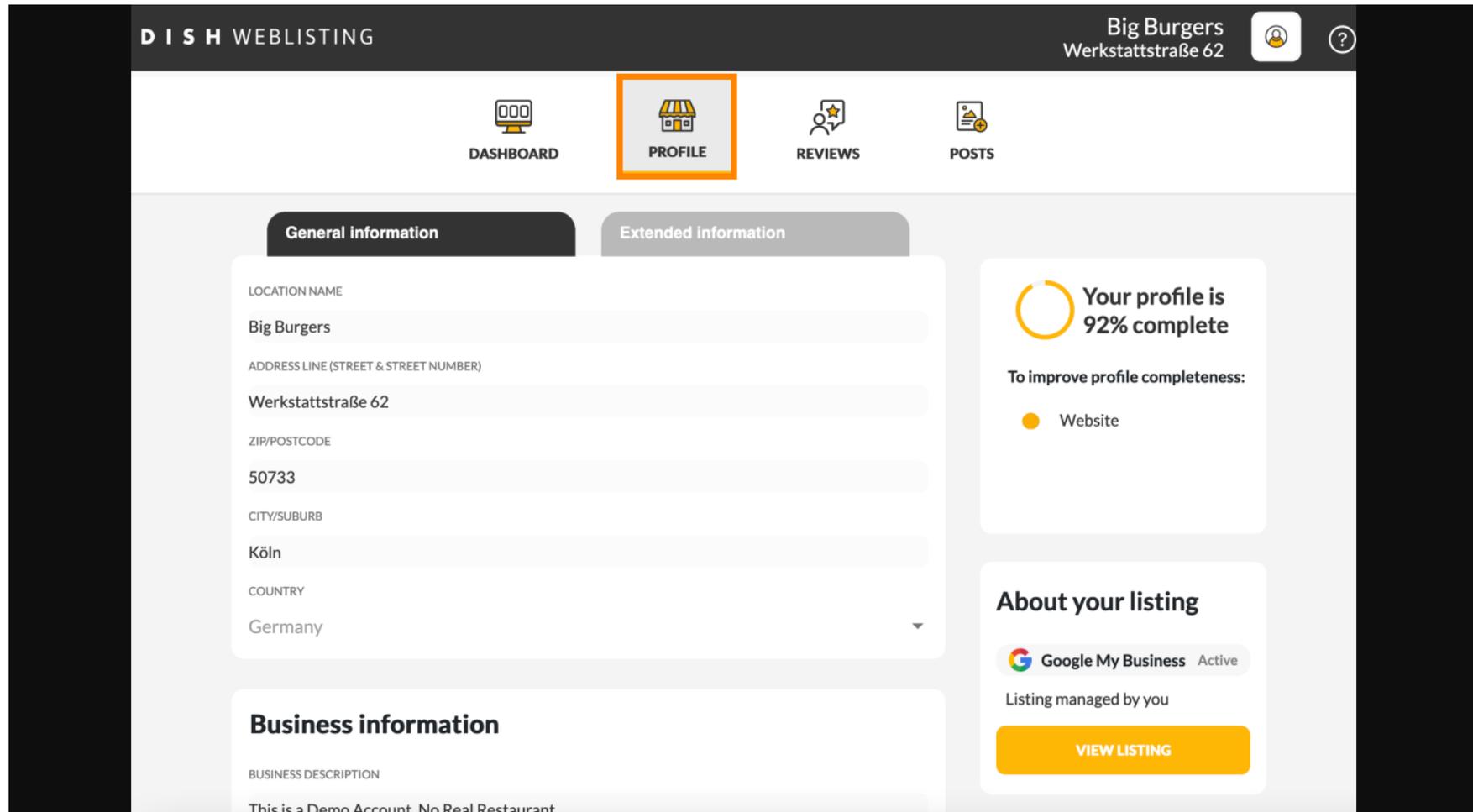


Besuchen Sie zuerst Ihre DISH Order Website des Restaurants und kopieren Sie Ihre **URL** .



The screenshot shows a web browser displaying the menu for 'Big Burgers'. The address bar is highlighted with an orange box, showing the URL 'bigburgers.order.dish.co/menu'. The website header includes 'Big Burgers', 'Menü anzeigen', 'Anmelden', 'Registrieren', and 'German'. The main content area features the restaurant name, address, and opening hours. Below this, there is a section for 'Wie möchten Sie Ihre Bestellung erhalten?' with 'Lieferung' and 'Abholung' options. The menu is organized into sections: 'Menü', 'Öffnungszeiten', 'Info', 'Alles', 'Test Burgers', and 'Test Pizzen'. The 'Test Burgers' section lists 'Demo Burger 1' (€1,000.00) and 'Test Burger' (€1,500.00). The 'Test Pizzen' section lists 'Margarete pizza Ø 30 cm' (€500.00) and 'Margerete pizza Ø 45 cm' (€550.00). On the right side, there is a 'Ihre Bestellung' section with a 'Bestellvorgang' button.

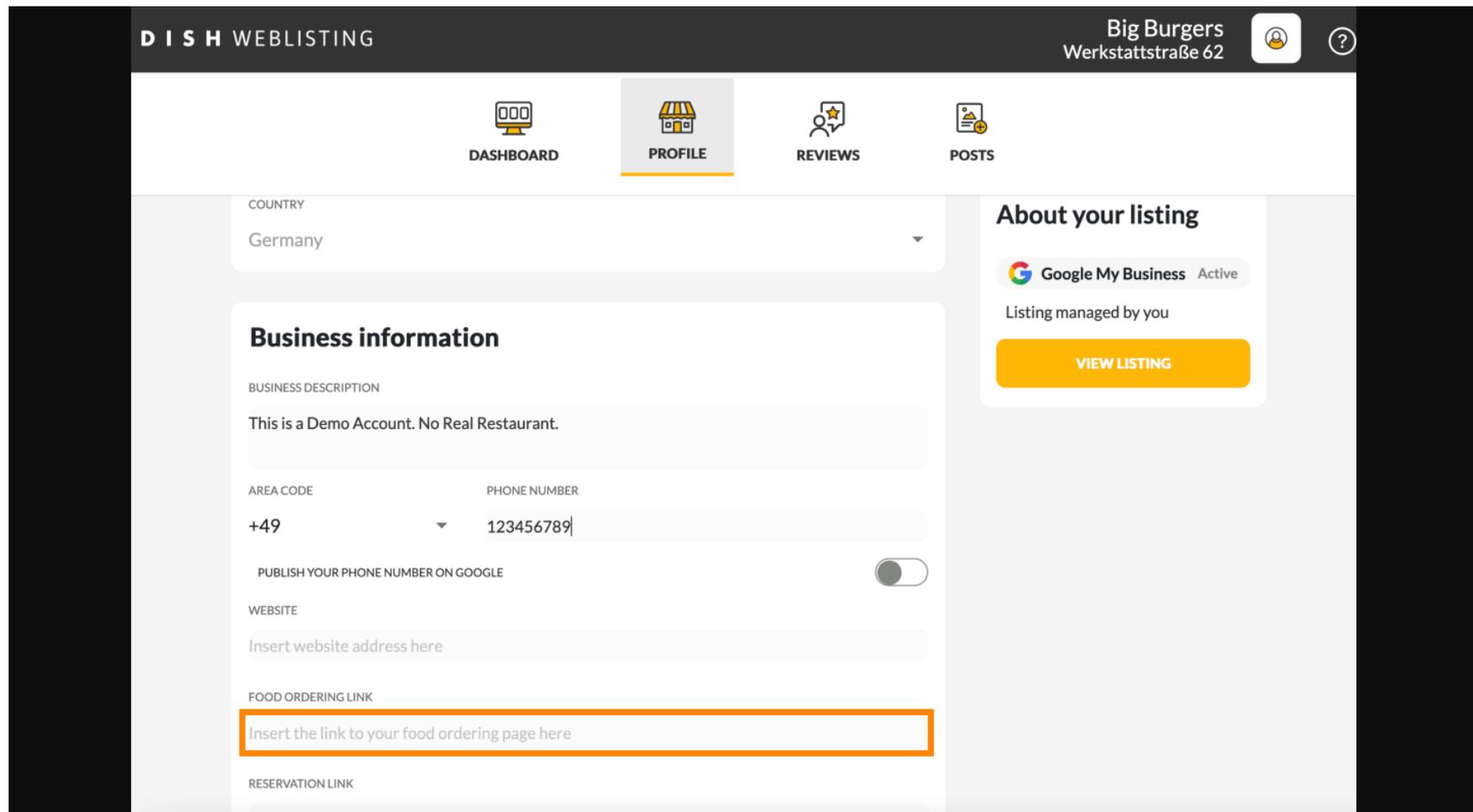
- Die erste, bequeme und empfehlenswerte Variante ist, sich bei DISH Weblisting anzumelden und auf **Profil** zu klicken. Hinweis: Es gibt zwei Varianten, den Link der DISH Order Website mit Google My Business zu verbinden.



The screenshot displays the DISH Weblisting interface for a user named 'Big Burgers' located at 'Werkstattstraße 62'. The navigation menu includes 'DASHBOARD', 'PROFILE' (highlighted with an orange box), 'REVIEWS', and 'POSTS'. The main content area is divided into 'General information' and 'Extended information' tabs. The 'General information' section contains input fields for 'LOCATION NAME' (Big Burgers), 'ADDRESS LINE (STREET & STREET NUMBER)' (Werkstattstraße 62), 'ZIP/POSTCODE' (50733), 'CITY/SUBURB' (Köln), and 'COUNTRY' (Germany). A 'Business information' section is partially visible at the bottom. On the right side, a progress indicator shows 'Your profile is 92% complete' with a note to improve completeness by adding a 'Website'. Below this, a 'Google My Business' status is shown as 'Active' and 'Listing managed by you', with a 'VIEW LISTING' button.



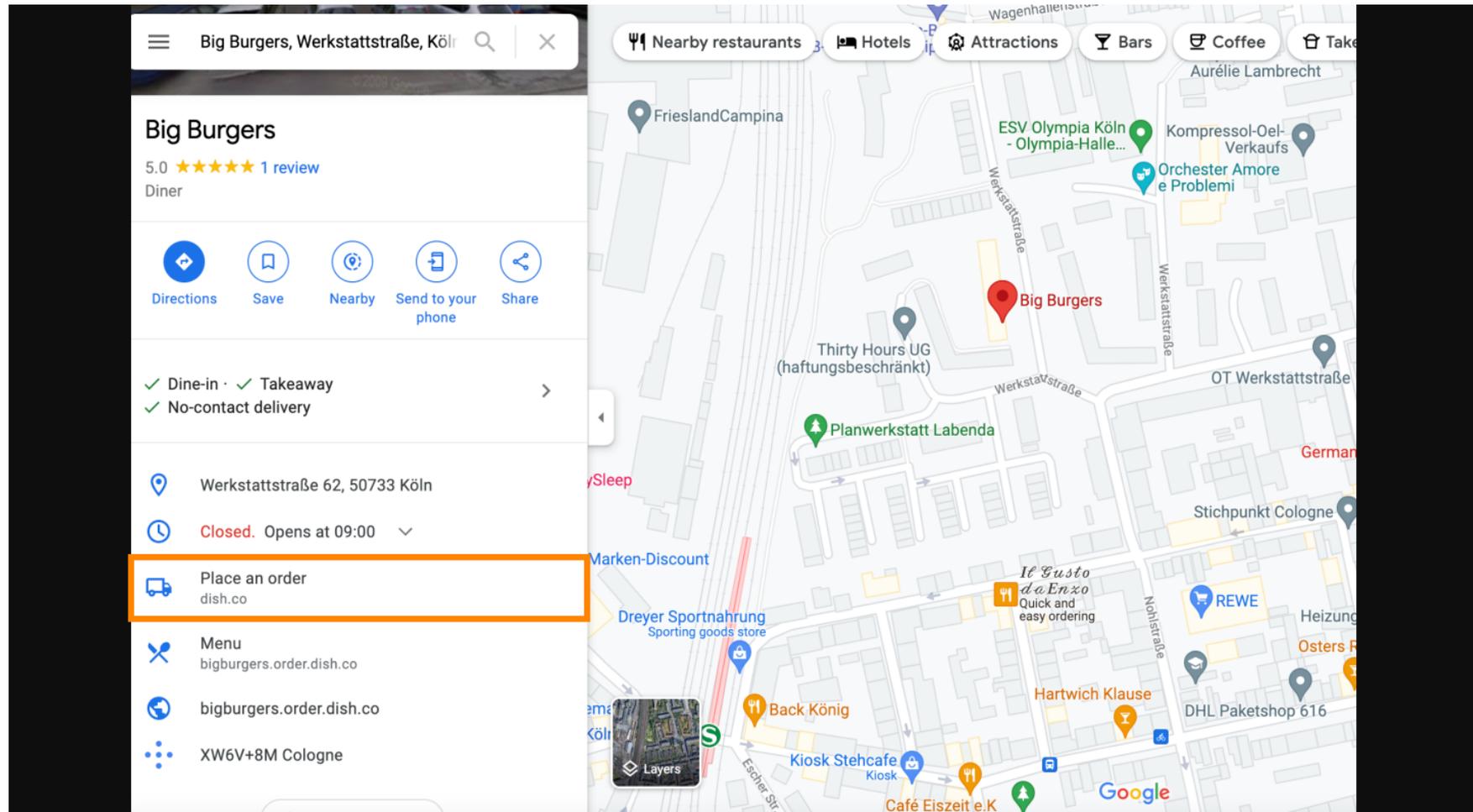
Scrollen Sie nach unten bis zu den Unternehmensinformationen. Im Feld **Link zur Essensbestellung** können Sie die **URL** Ihrer DISH-Bestell-Website eingeben. Hinweis: Achten Sie darauf, die aktualisierten Informationen zu speichern .



The screenshot shows the 'DISH WEBLISTING' interface for a restaurant named 'Big Burgers' located at 'Werkstattstraße 62'. The navigation menu includes 'DASHBOARD', 'PROFILE' (which is highlighted), 'REVIEWS', and 'POSTS'. The main content area is divided into two columns. The left column contains a 'COUNTRY' dropdown set to 'Germany', a 'Business information' section with a 'BUSINESS DESCRIPTION' field containing 'This is a Demo Account. No Real Restaurant.', and a 'PHONE NUMBER' field with an 'AREA CODE' dropdown set to '+49' and a phone number field containing '123456789'. There is also a toggle for 'PUBLISH YOUR PHONE NUMBER ON GOOGLE' which is currently off, and a 'WEBSITE' field with the placeholder 'Insert website address here'. The 'FOOD ORDERING LINK' field is highlighted with an orange border and contains the placeholder 'Insert the link to your food ordering page here'. The right column features an 'About your listing' section with 'Google My Business' status 'Active', 'Listing managed by you', and a yellow 'VIEW LISTING' button.

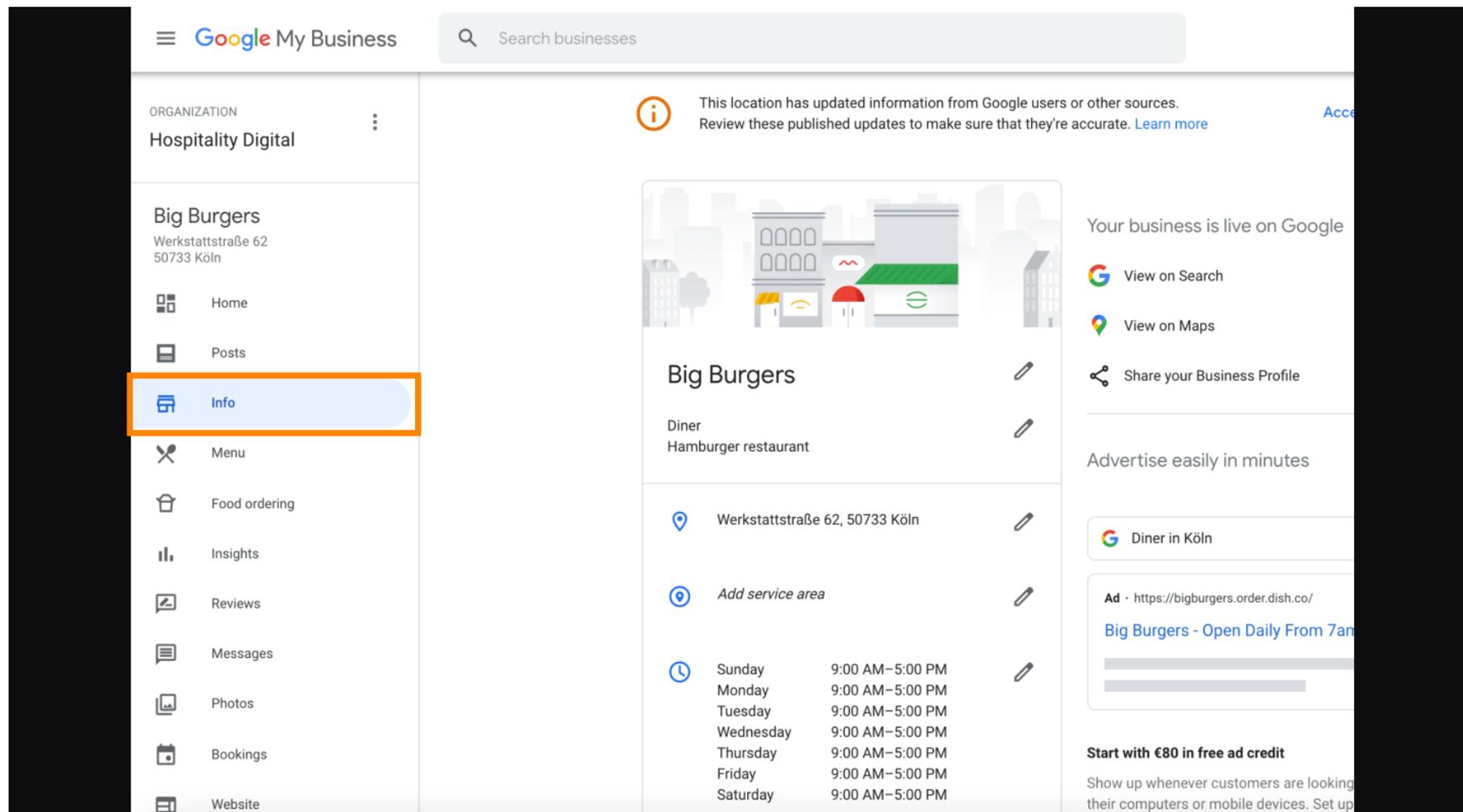


Mit DISH Weblisting wird der Link zur Essensbestellung automatisch im Google-Eintrag Ihres Restaurants platziert, ohne dass Sie das komplexe Google My Business-Konfigurationspanel verwenden müssen





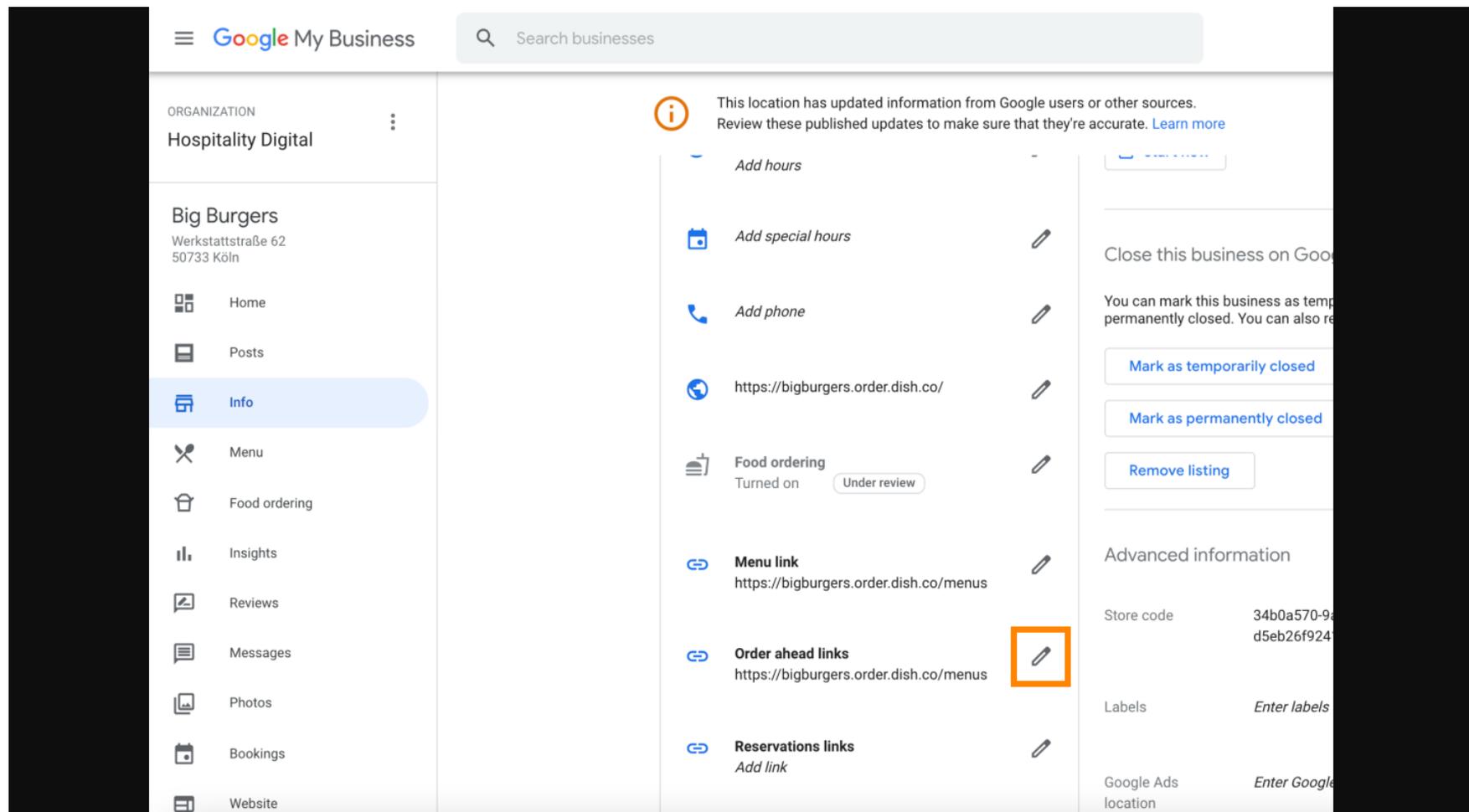
Die zweite Variante: Sie befinden sich im Dashboard Ihres Google My Business Kontos. Klicken Sie auf **Info** , um die Unternehmenseinstellungen anzupassen.



The screenshot shows the Google My Business dashboard for a business named "Big Burgers". The left sidebar contains a navigation menu with the following items: Home, Posts, Info (highlighted with an orange border), Menu, Food ordering, Insights, Reviews, Messages, Photos, Bookings, and Website. The main content area displays the business profile for "Big Burgers", including its address (Werkstattstraße 62, 50733 Köln), category (Diner/Hamburger restaurant), and operating hours (9:00 AM - 5:00 PM, Sunday through Saturday). A notification at the top indicates that the location has updated information from Google users or other sources. On the right side, there are options to view the business on Search and Maps, and a section for advertising with a "Start with €80 in free ad credit" offer.

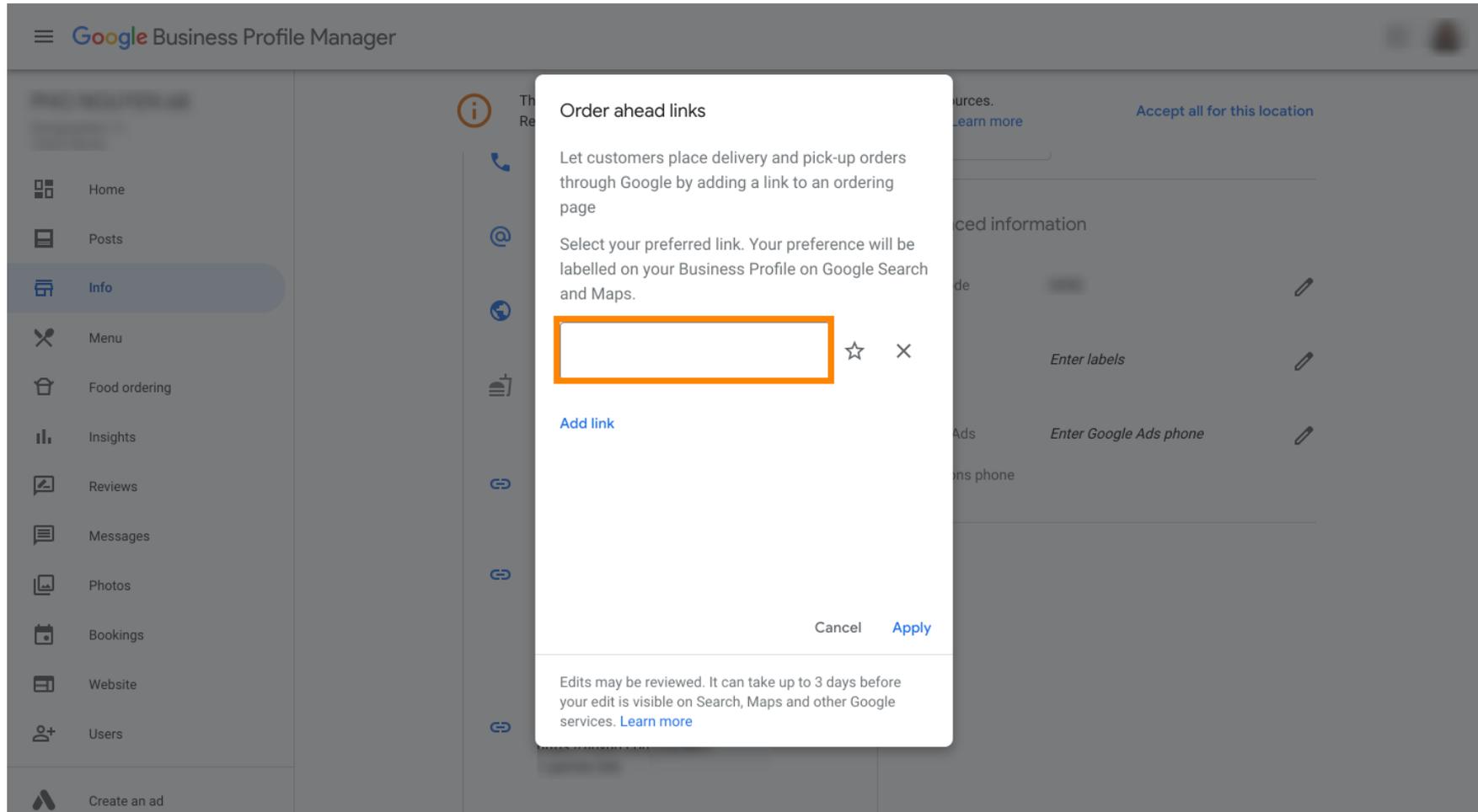


Scrollen Sie nach unten, bis Sie die Bestelllinks erreichen , und klicken Sie auf das **Stiftsymbol** , um Bestelllinks hinzuzufügen oder zu entfernen.



The screenshot shows the Google My Business interface for 'Hospitality Digital'. The left sidebar contains navigation options: Home, Posts, Info (highlighted), Menu, Food ordering, Insights, Reviews, Messages, Photos, Bookings, and Website. The main content area displays business information and a list of links. The 'Order ahead links' entry is highlighted with an orange box, and its edit icon (a pencil) is also highlighted with an orange box. Other links include 'Add hours', 'Add special hours', 'Add phone', 'https://bigburgers.order.dish.co/', 'Food ordering' (turned on, under review), 'Menu link' (https://bigburgers.order.dish.co/menus), and 'Reservations links' (Add link). The right sidebar shows options to 'Close this business on Google', 'Mark as temporarily closed', 'Mark as permanently closed', and 'Remove listing', along with 'Advanced information' such as 'Store code' and 'Labels'.

 **Fügen Sie** die zuvor kopierte ein URL Ihrer DISH-Bestellwebsite hier.



The screenshot shows the Google Business Profile Manager interface. A dialog box titled "Order ahead links" is open, allowing the user to add a link to their business profile. The dialog box contains the following text:

**Order ahead links**

Let customers place delivery and pick-up orders through Google by adding a link to an ordering page

Select your preferred link. Your preference will be labelled on your Business Profile on Google Search and Maps.

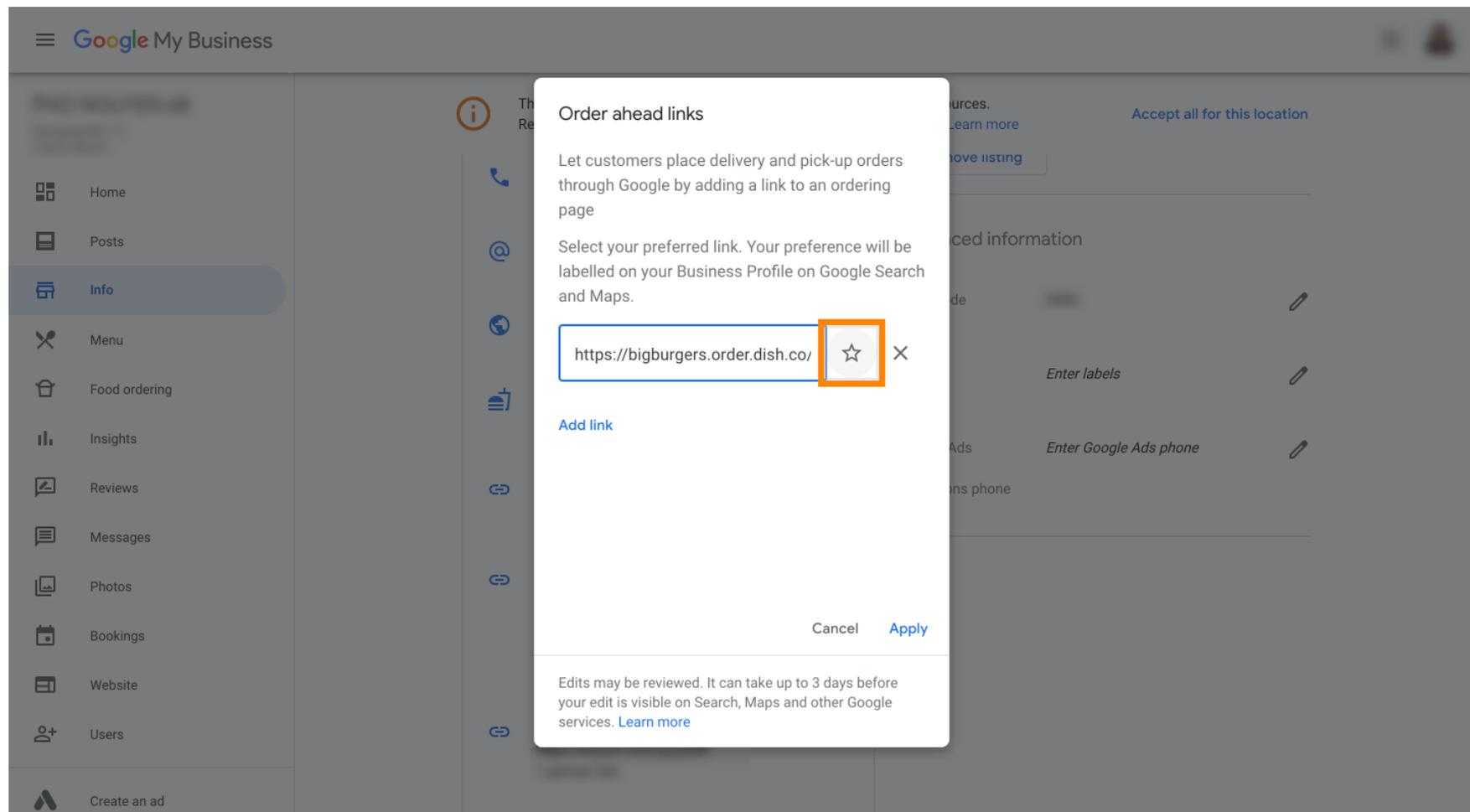
Below the text is a text input field with an orange border, a star icon, and a close icon (X). Below the input field is a blue "Add link" button.

At the bottom of the dialog box are "Cancel" and "Apply" buttons.

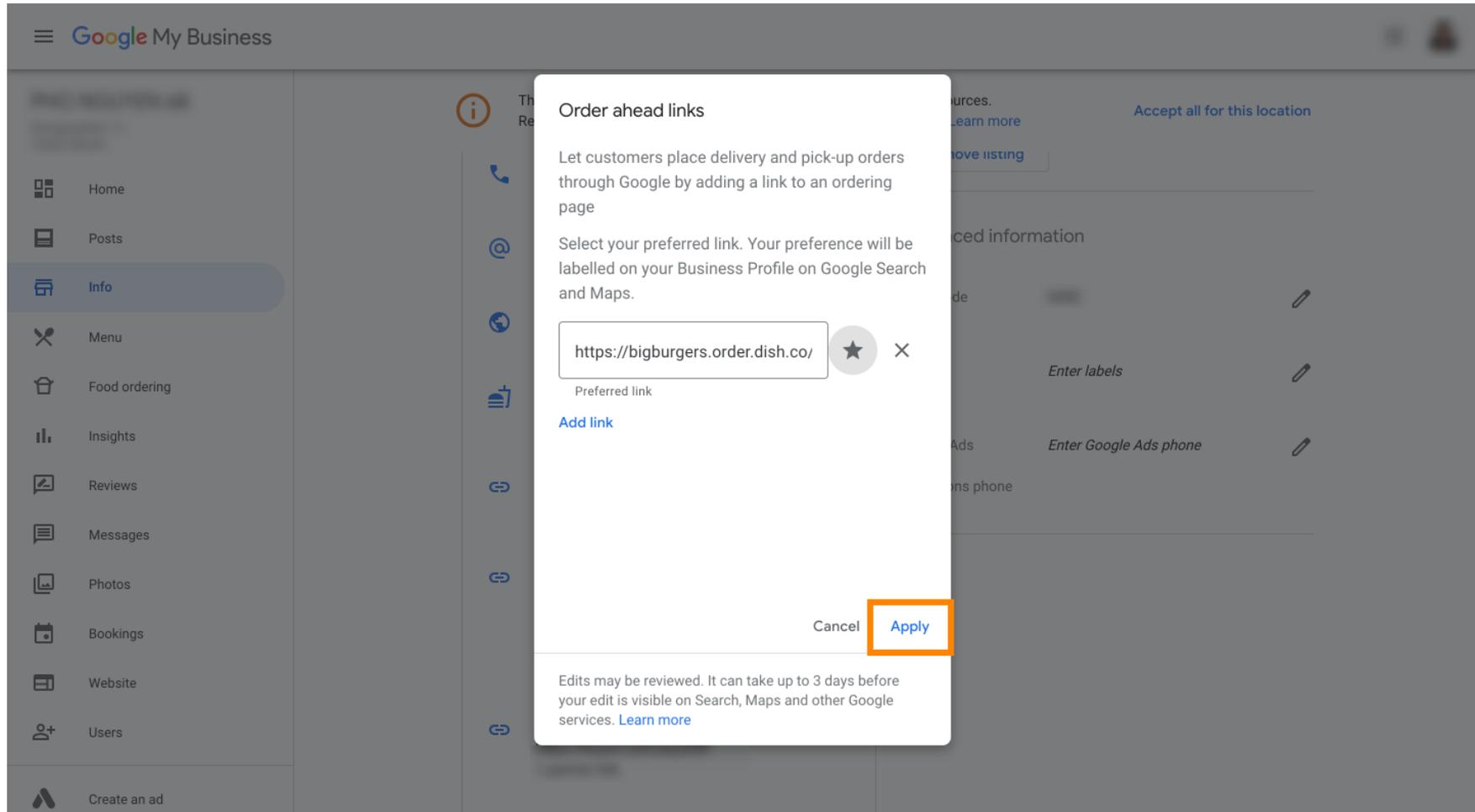
At the very bottom of the dialog box, there is a note: "Edits may be reviewed. It can take up to 3 days before your edit is visible on Search, Maps and other Google services. [Learn more](#)"



Stellen Sie sicher, dass Sie den Link bevorzugen, indem Sie auf den **Stern** klicken . Hinweis: Der Link wird den Gästen als bevorzugter Link nach Restaurant angezeigt .



 Schließen Sie den Vorgang ab, indem Sie auf **Anwenden** klicken .



The screenshot shows the Google My Business interface. A dialog box titled "Order ahead links" is open, providing instructions on how to add a link for customers to place orders. The dialog box contains the following text:

**Order ahead links**

Let customers place delivery and pick-up orders through Google by adding a link to an ordering page

Select your preferred link. Your preference will be labelled on your Business Profile on Google Search and Maps.

Preferred link

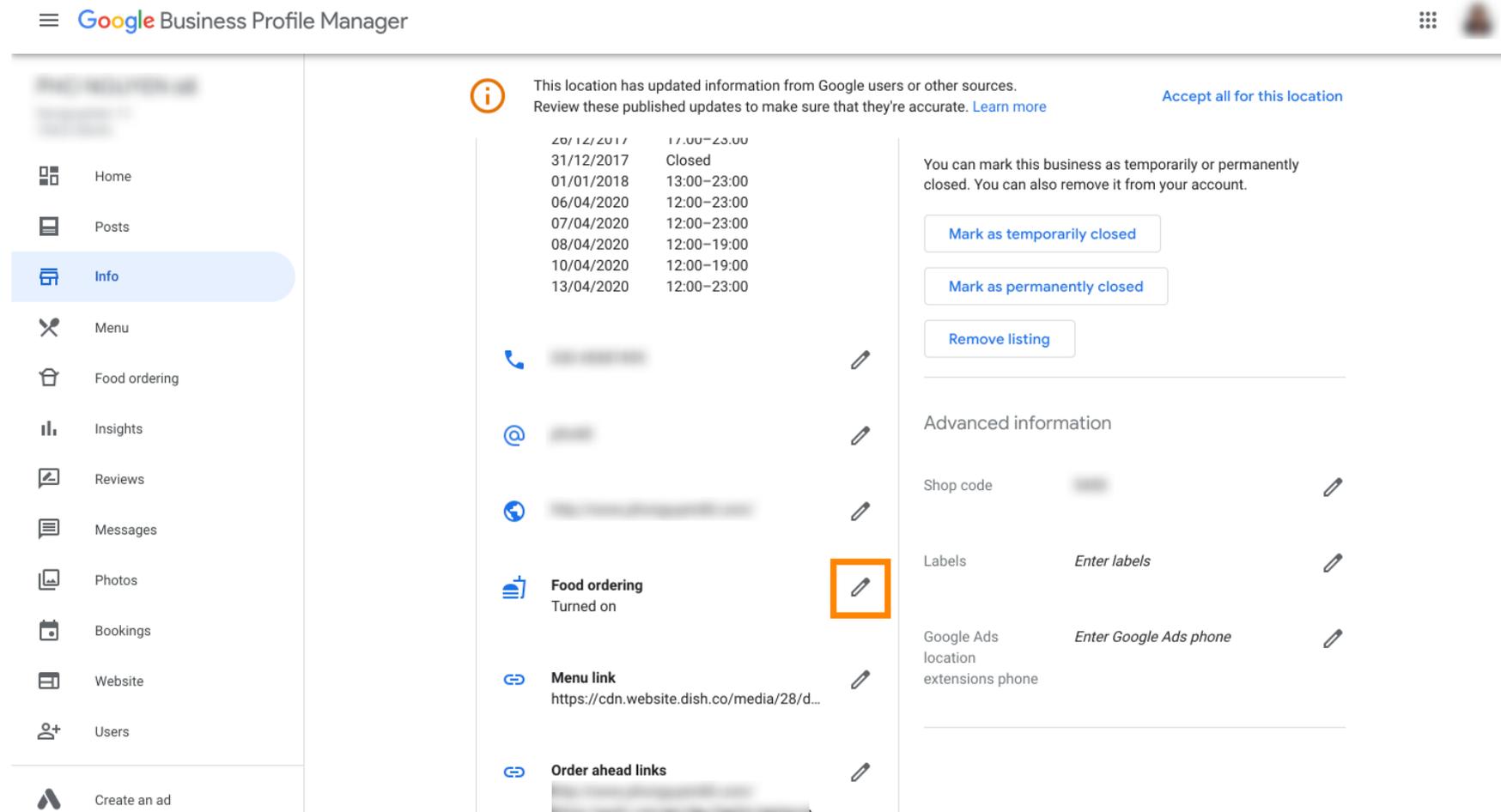
[Add link](#)

[Cancel](#) [Apply](#)

Edits may be reviewed. It can take up to 3 days before your edit is visible on Search, Maps and other Google services. [Learn more](#)



Stellen Sie sicher, dass die Option zum Bestellen von Speisen aktiviert ist. Wenn nicht, klicken Sie auf das **Stiftsymbol**.

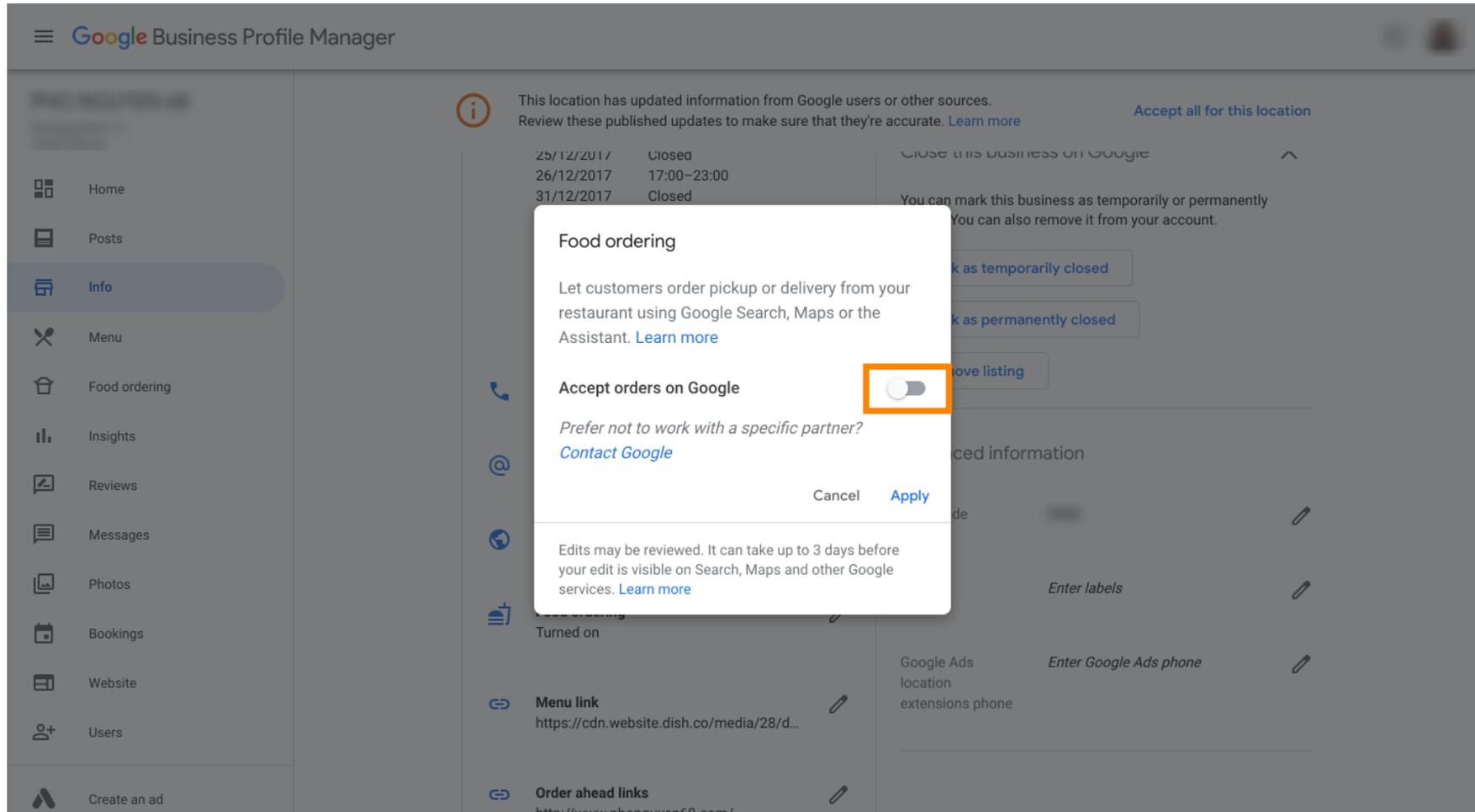


The screenshot shows the Google Business Profile Manager interface. On the left is a navigation menu with options: Home, Posts, Info (highlighted), Menu, Food ordering, Insights, Reviews, Messages, Photos, Bookings, Website, Users, and Create an ad. The main content area shows a notification: "This location has updated information from Google users or other sources. Review these published updates to make sure that they're accurate. Learn more" with a link to "Accept all for this location". Below this is a table of updates:

Date	Update
29/12/2017	17:00-23:00
31/12/2017	Closed
01/01/2018	13:00-23:00
06/04/2020	12:00-23:00
07/04/2020	12:00-23:00
08/04/2020	12:00-19:00
10/04/2020	12:00-19:00
13/04/2020	12:00-23:00

Below the table are several fields with edit icons (pencil): Phone, Email, Website, and **Food ordering** (Turned on, highlighted with a red box). Other fields include Menu link and Order ahead links. On the right side, there are buttons for "Mark as temporarily closed", "Mark as permanently closed", and "Remove listing". Below these are sections for "Advanced information" with fields for Shop code, Labels (Enter labels), and Google Ads location extensions phone (Enter Google Ads phone).

 Klicken Sie nun auf den Ein- / **Ausschalter** , um den Bestellbutton zu aktivieren.



The screenshot shows the Google Business Profile Manager interface. A dialog box titled "Food ordering" is open, allowing the user to manage their restaurant's ordering capabilities. The dialog includes the following text:

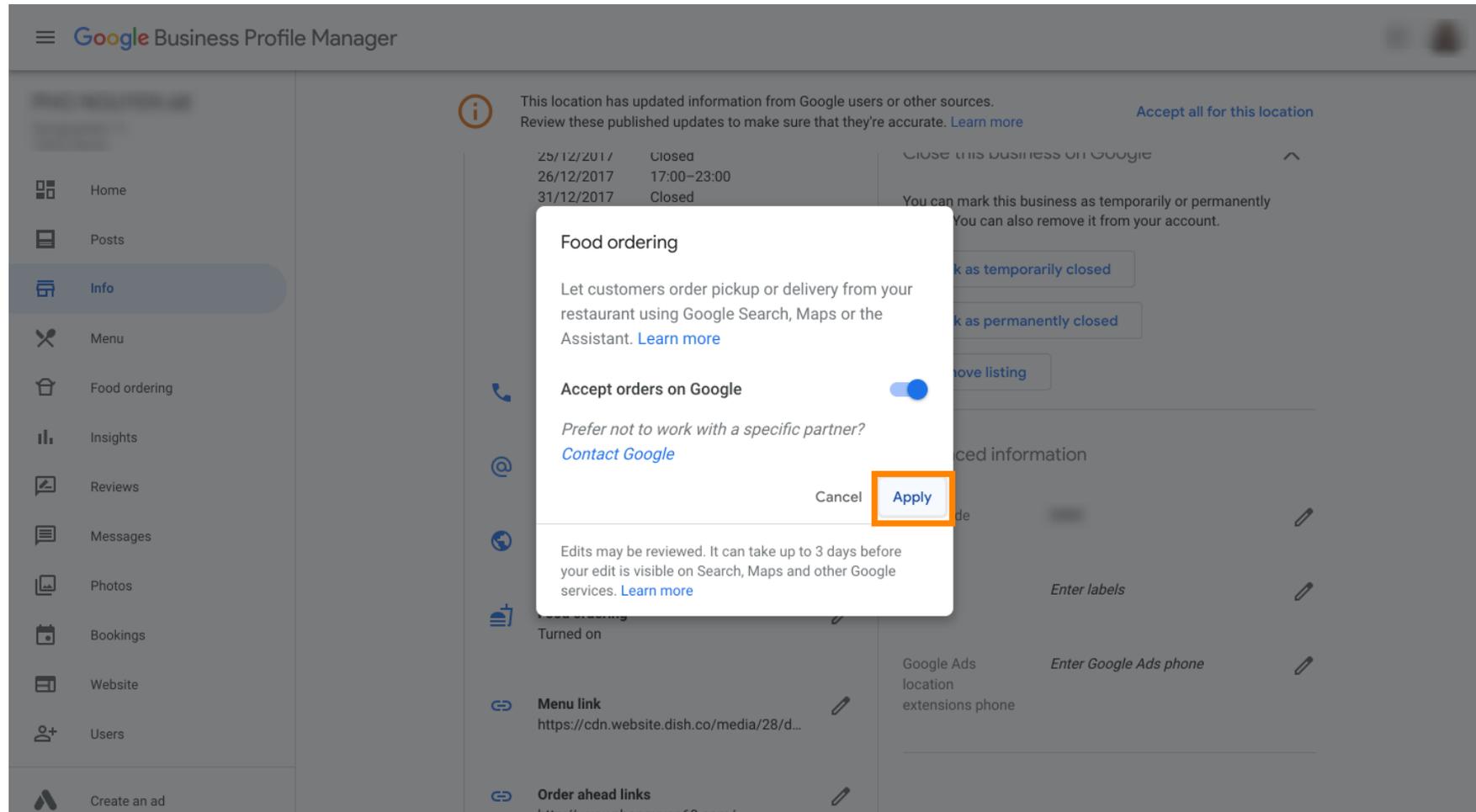
- Food ordering**
- Let customers order pickup or delivery from your restaurant using Google Search, Maps or the Assistant. [Learn more](#)
- Accept orders on Google** (with a toggle switch highlighted by an orange box)
- Prefer not to work with a specific partner?* [Contact Google](#)
- Cancel [Apply](#)

Below the dialog, a note states: "Edits may be reviewed. It can take up to 3 days before your edit is visible on Search, Maps and other Google services. [Learn more](#)"

The background interface shows the "Info" tab selected in the left sidebar, and the main content area displays business information such as dates and status (e.g., "25/12/2017 Closed", "26/12/2017 17:00-23:00", "31/12/2017 Closed").



Bestätigen Sie mit **Anwenden**.



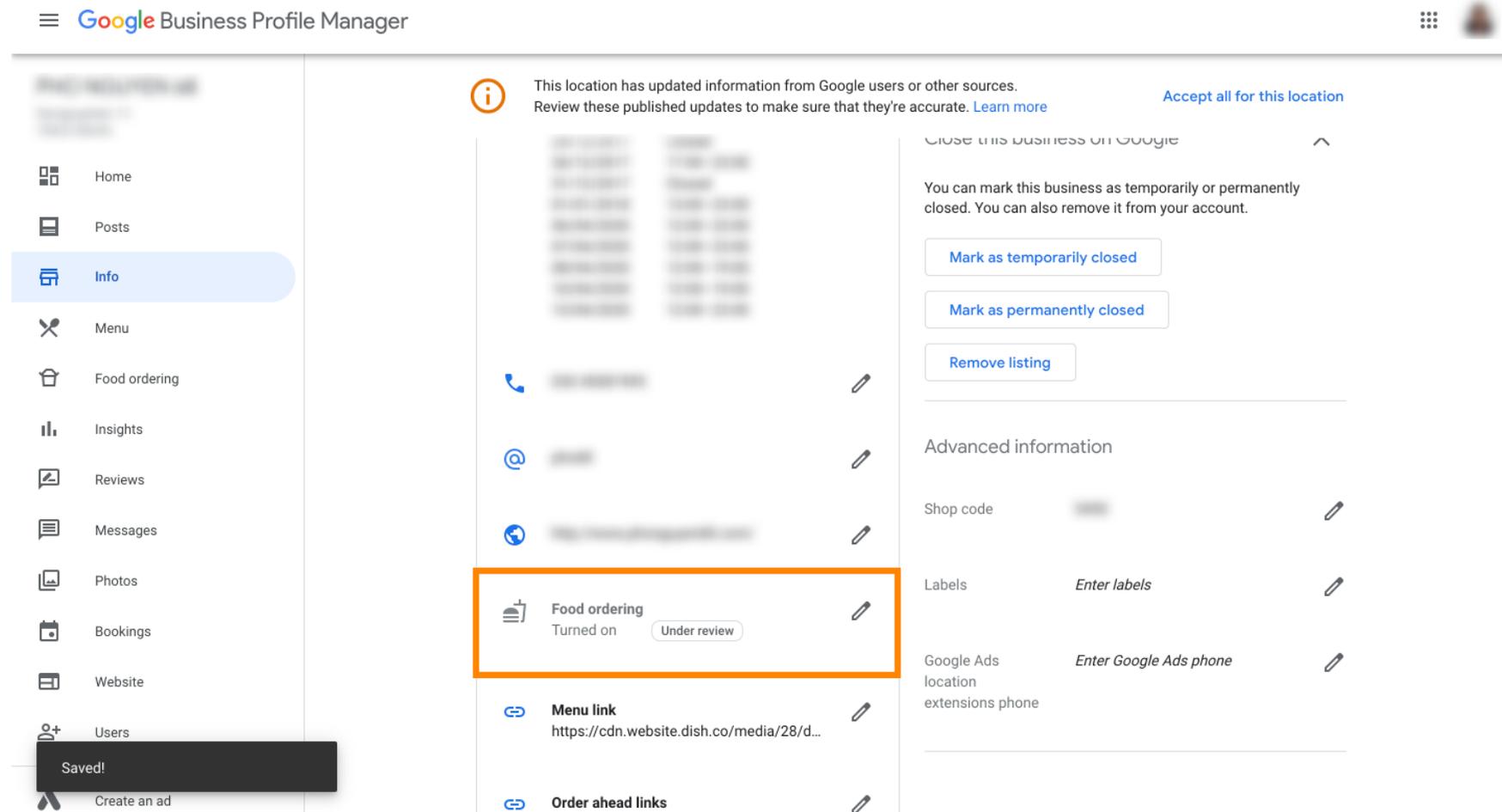
The screenshot shows the Google Business Profile Manager interface. A dialog box titled "Food ordering" is open, allowing the user to enable food ordering for their business. The dialog includes the following text and controls:

- Food ordering**
- Let customers order pickup or delivery from your restaurant using Google Search, Maps or the Assistant. [Learn more](#)
- Accept orders on Google**
- Prefer not to work with a specific partner?*  
[Contact Google](#)
- Buttons: **Cancel** and **Anwenden** (highlighted with an orange box)
- Footer: Edits may be reviewed. It can take up to 3 days before your edit is visible on Search, Maps and other Google services. [Learn more](#)

The background interface shows the "Info" tab selected in the left sidebar. The main content area displays a notification about updated information from Google users, a table of business hours (25/12/2017 Closed, 26/12/2017 17:00-23:00, 31/12/2017 Closed), and various settings for the business profile, including "Menu link" and "Order ahead links".



Die Änderung muss von Google überprüft werden. Dies kann einige Minuten dauern, bis es aktualisiert wird.



The screenshot shows the Google Business Profile Manager interface. On the left is a navigation menu with options: Home, Posts, Info (highlighted), Menu, Food ordering, Insights, Reviews, Messages, Photos, Bookings, Website, Users, and Create an ad. A 'Saved!' notification is visible at the bottom of the menu. The main content area shows a notification: 'This location has updated information from Google users or other sources. Review these published updates to make sure that they're accurate. Learn more' with a link to 'Accept all for this location'. Below this, there are several settings sections: 'Close this business on Google' with buttons for 'Mark as temporarily closed', 'Mark as permanently closed', and 'Remove listing'; 'Advanced information' with fields for 'Shop code', 'Labels' (with 'Enter labels' placeholder), and 'Google Ads location extensions phone' (with 'Enter Google Ads phone' placeholder); and 'Food ordering' which is highlighted with an orange box and shows 'Turned on' and 'Under review' status; 'Menu link' with a URL; and 'Order ahead links'.



Das ist es. Sie haben DISH Order erfolgreich in den Google-Eintrag Ihres Restaurants integriert.

