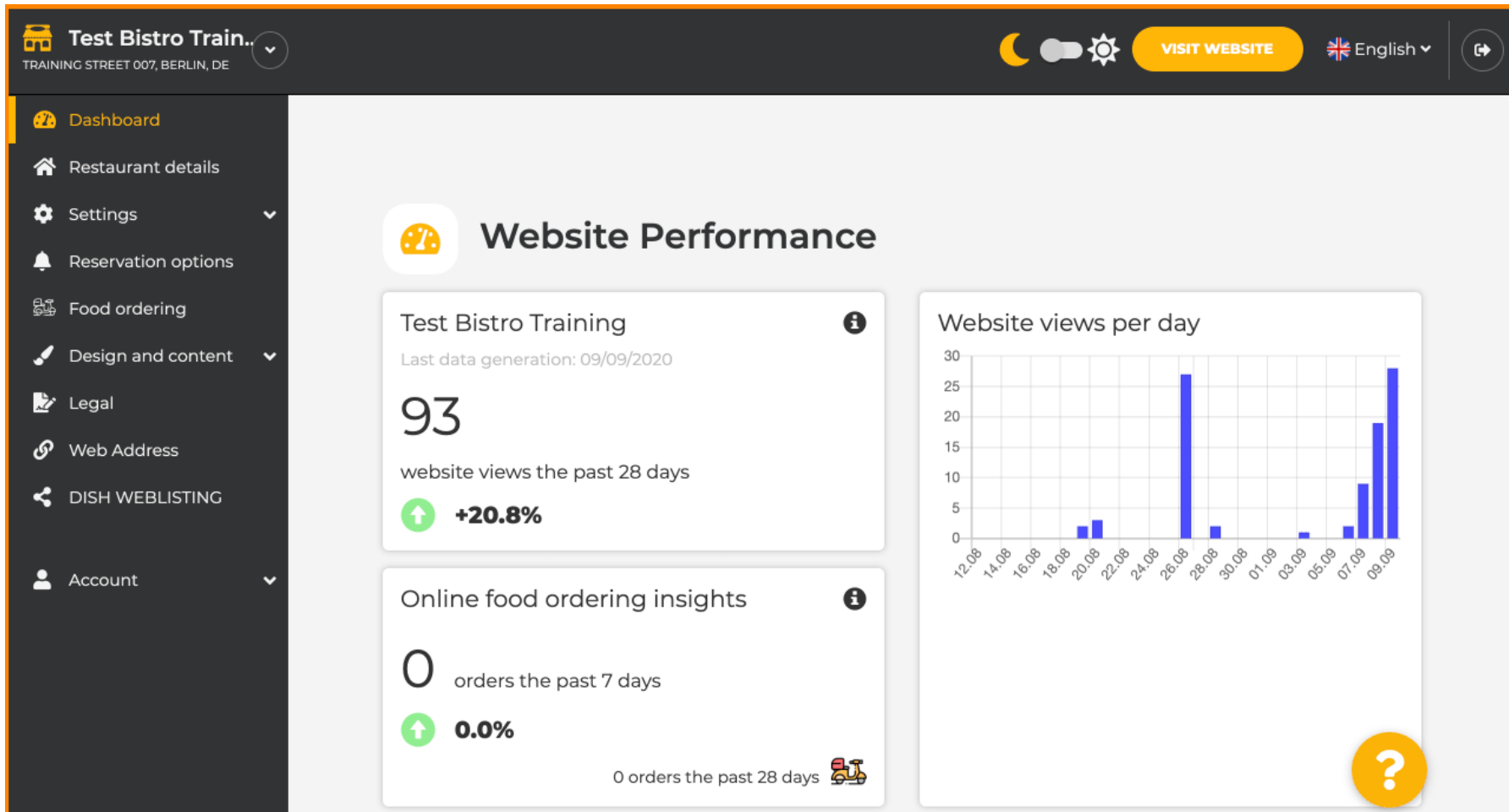




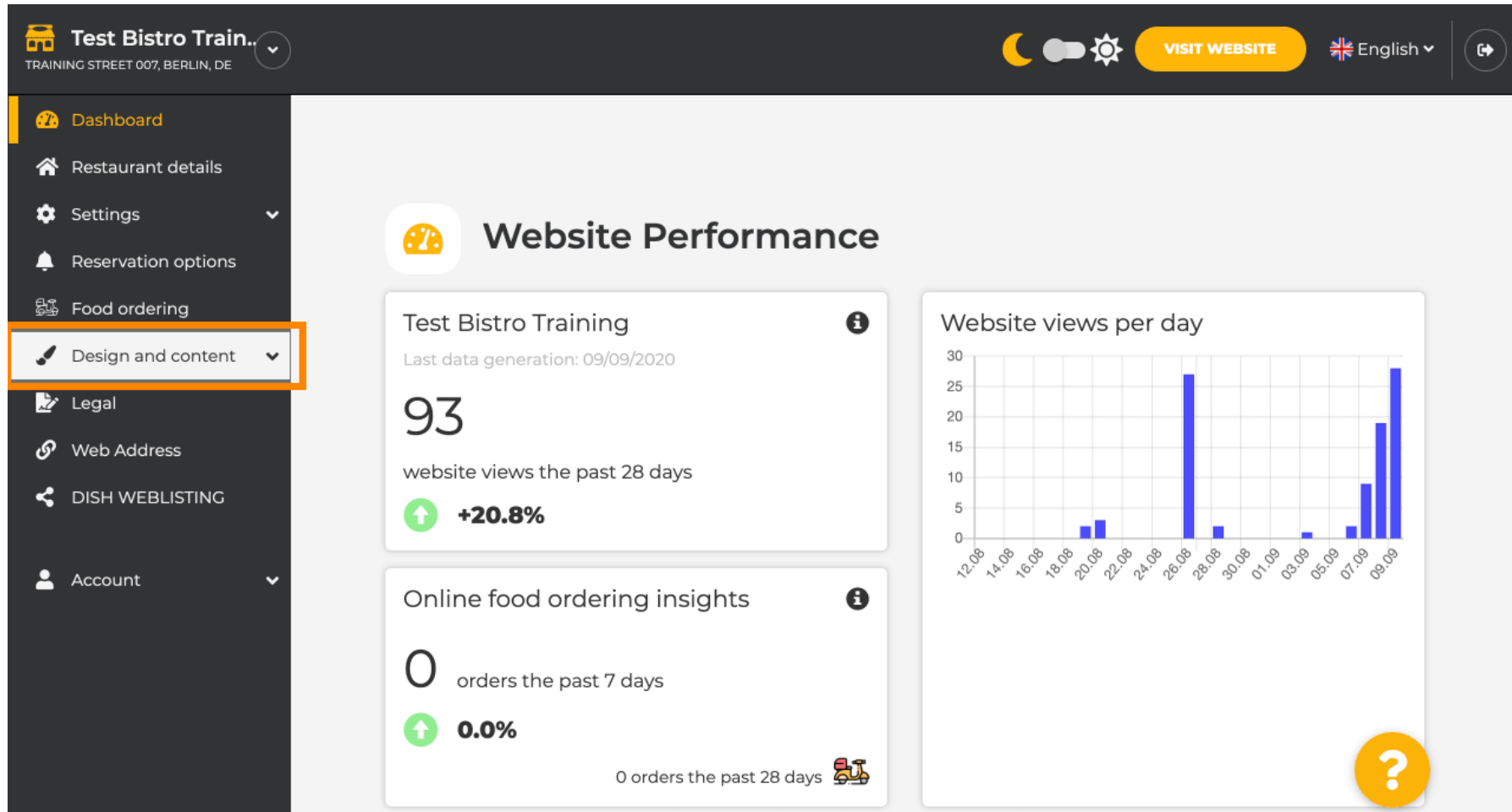
El primer paso es iniciar sesión en su [cuenta del sitio web de DISH](https://website.dish.co) . Nota: <https://website.dish.co>



The screenshot shows a dashboard for 'Test Bistro Training' with the following components:

- Header:** Restaurant name 'Test Bistro Train..' and address 'TRAINING STREET 007, BERLIN, DE'. Navigation icons for moon, toggle, and settings. A 'VISIT WEBSITE' button and language selector 'English'.
- Left Sidebar:** Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content, Legal, Web Address, DISH WEBLISTING, Account.
- Website Performance Section:**
 - Test Bistro Training:** Last data generation: 09/09/2020. Website views the past 28 days: **93** (+20.8%).
 - Online food ordering insights:** Orders the past 7 days: **0** (0.0%). Orders the past 28 days: **0**.
 - Website views per day:** A bar chart showing daily views from 12.08 to 09.09. The highest view count is on 26.08 (approx. 27 views).

 Una vez que haya iniciado sesión, haga clic en **diseño y contenido**.

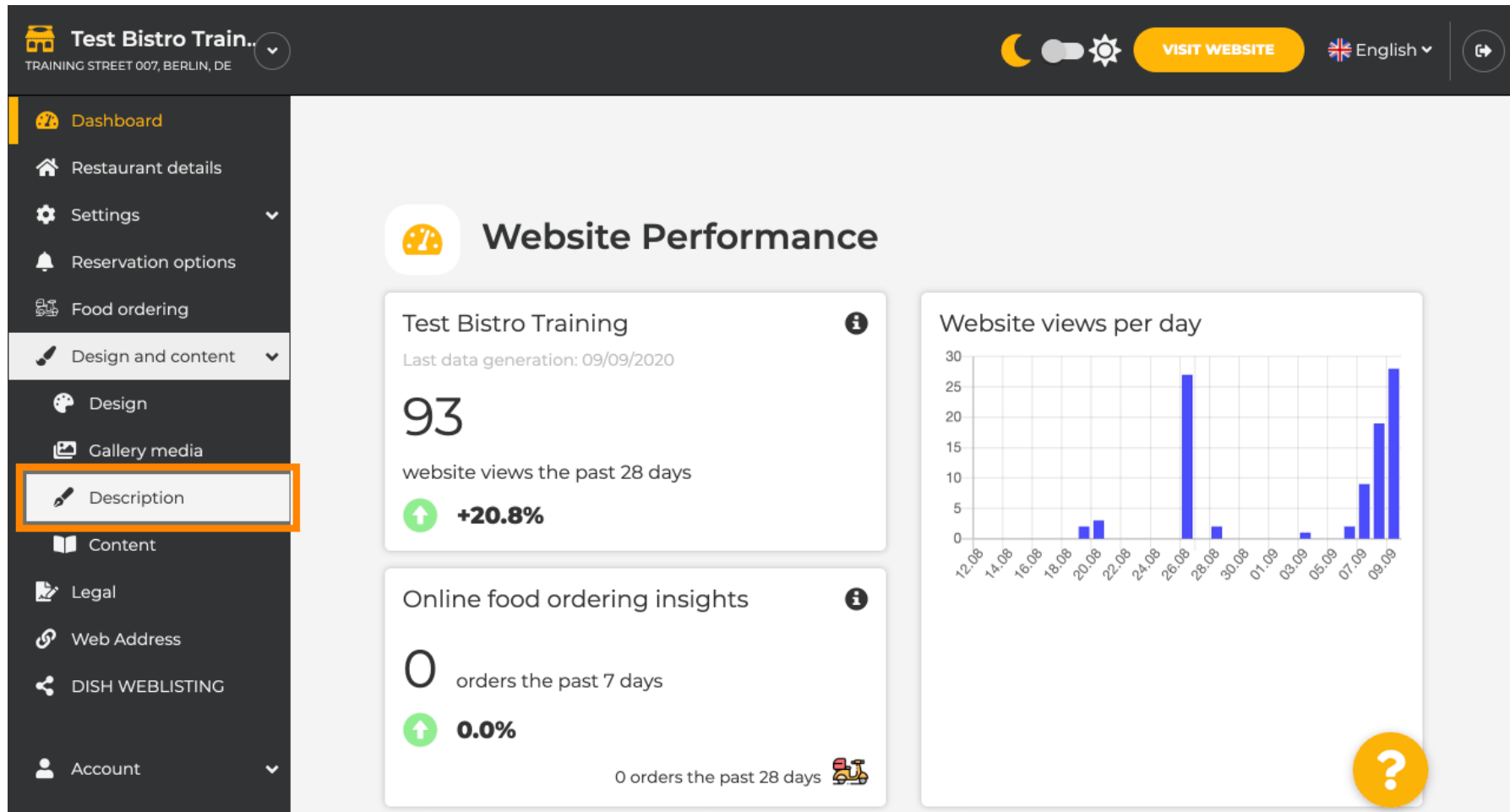


The screenshot shows the dashboard for 'Test Bistro Training' located at 'TRAINING STREET 007, BERLIN, DE'. The top navigation bar includes a 'VISIT WEBSITE' button and a language selector set to 'English'. The left sidebar menu is expanded, with 'Design and content' highlighted in orange. The main content area features three widgets: 'Website Performance' showing 93 website views with a +20.8% increase, 'Online food ordering insights' showing 0 orders with a 0.0% change, and a 'Website views per day' bar chart. The chart shows a significant spike in views on 26.08 and 09.09. A question mark icon is visible in the bottom right corner of the chart 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	2
07.09	9
09.09	28



Y luego haga clic en **la descripción** .

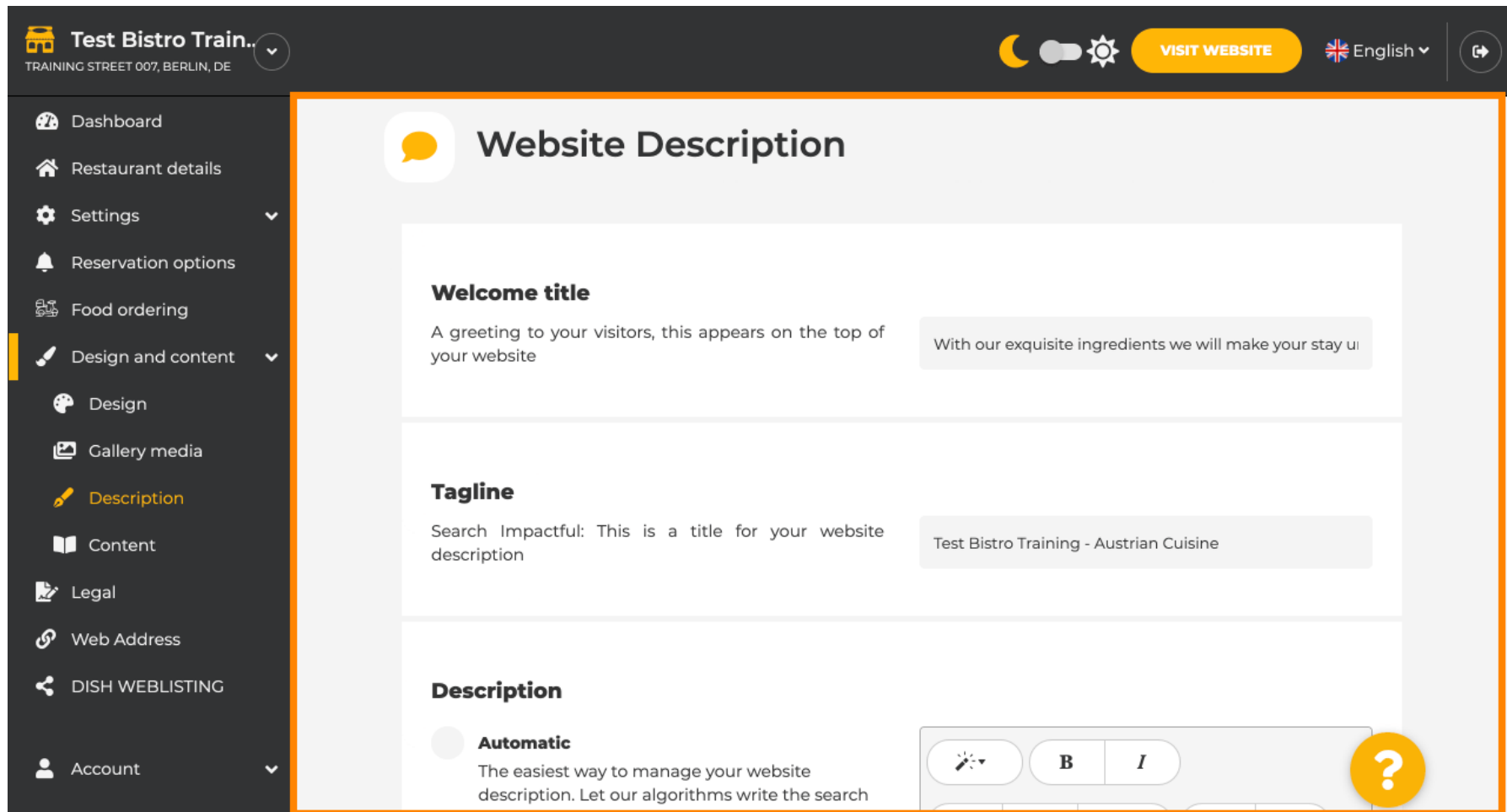


The screenshot shows the dashboard for 'Test Bistro Training' located at 'TRAINING STREET 007, BERLIN, DE'. The left sidebar contains navigation options: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted), Design, Gallery media, Description (highlighted with an orange box), Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area features a 'Website Performance' section with two cards. The first card, 'Test Bistro Training', shows 93 website views in the past 28 days with a +20.8% increase. The second card, 'Online food ordering insights', shows 0 orders in the past 7 days and 0 orders in the past 28 days. To the right is a bar chart titled 'Website views per day' showing data from 12.08 to 09.09. A yellow question mark icon is in the bottom right corner of the chart 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	2
07.09	9
09.09	28



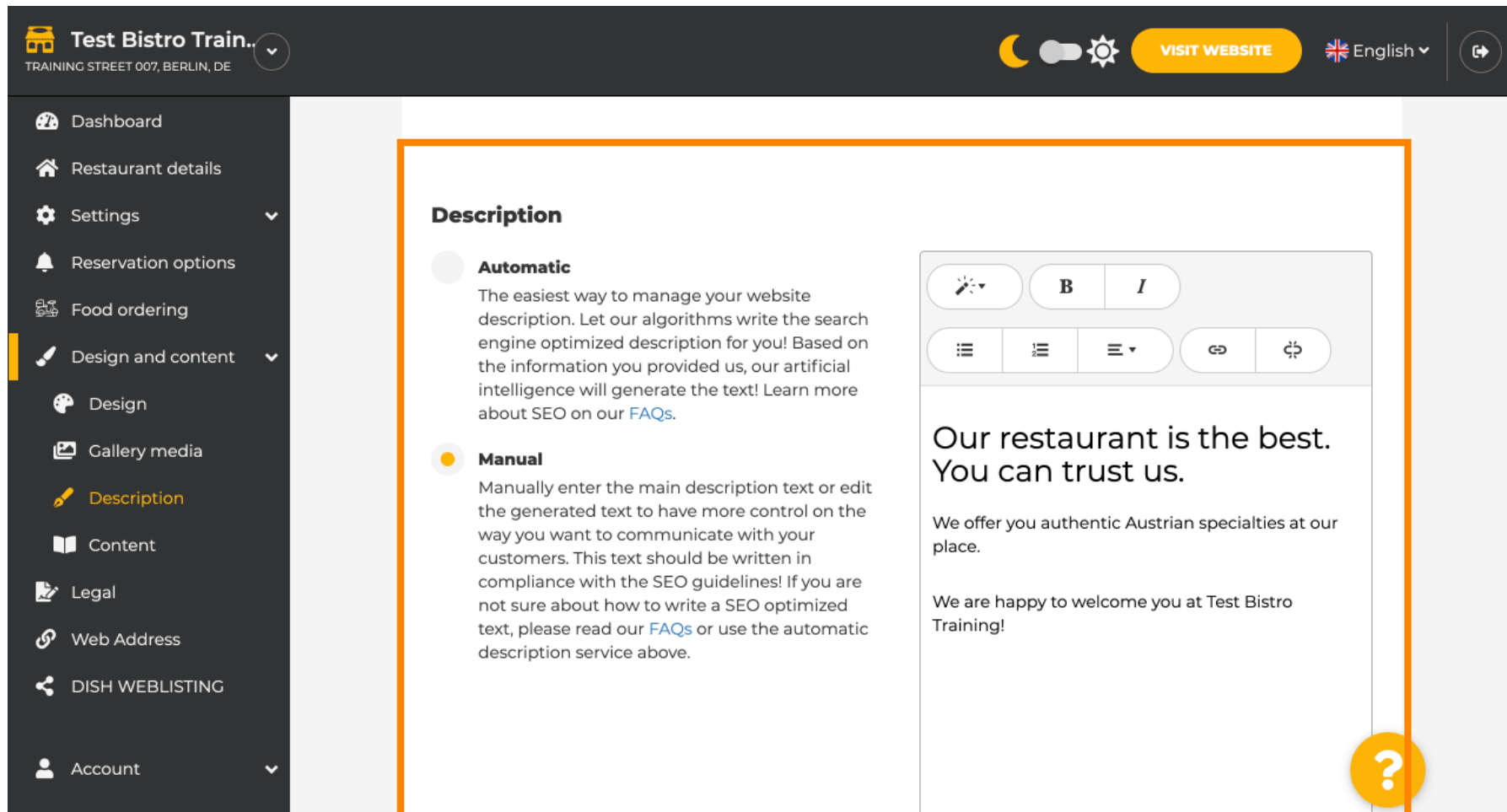
Ahora se encuentra en la sección de **descripción del sitio web** donde puede ajustar la configuración y editar las descripciones.



The screenshot shows a user interface for configuring a website description. 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 sidebar on the left lists various settings, with "Description" highlighted in orange. 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". A rich text editor toolbar with icons for bold, italic, and a help icon is visible at the bottom right of the description section.



Desplácese hacia abajo hasta la **sección de descripción**. Aquí se puede editar la descripción principal de su establecimiento.



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

Dashboard

Restaurant details

Settings

Reservation options

Food ordering

Design and content

Design

Gallery media

Description

Content

Legal

Web Address

DISH WEBLISTING

Account

Description

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.

B **I**

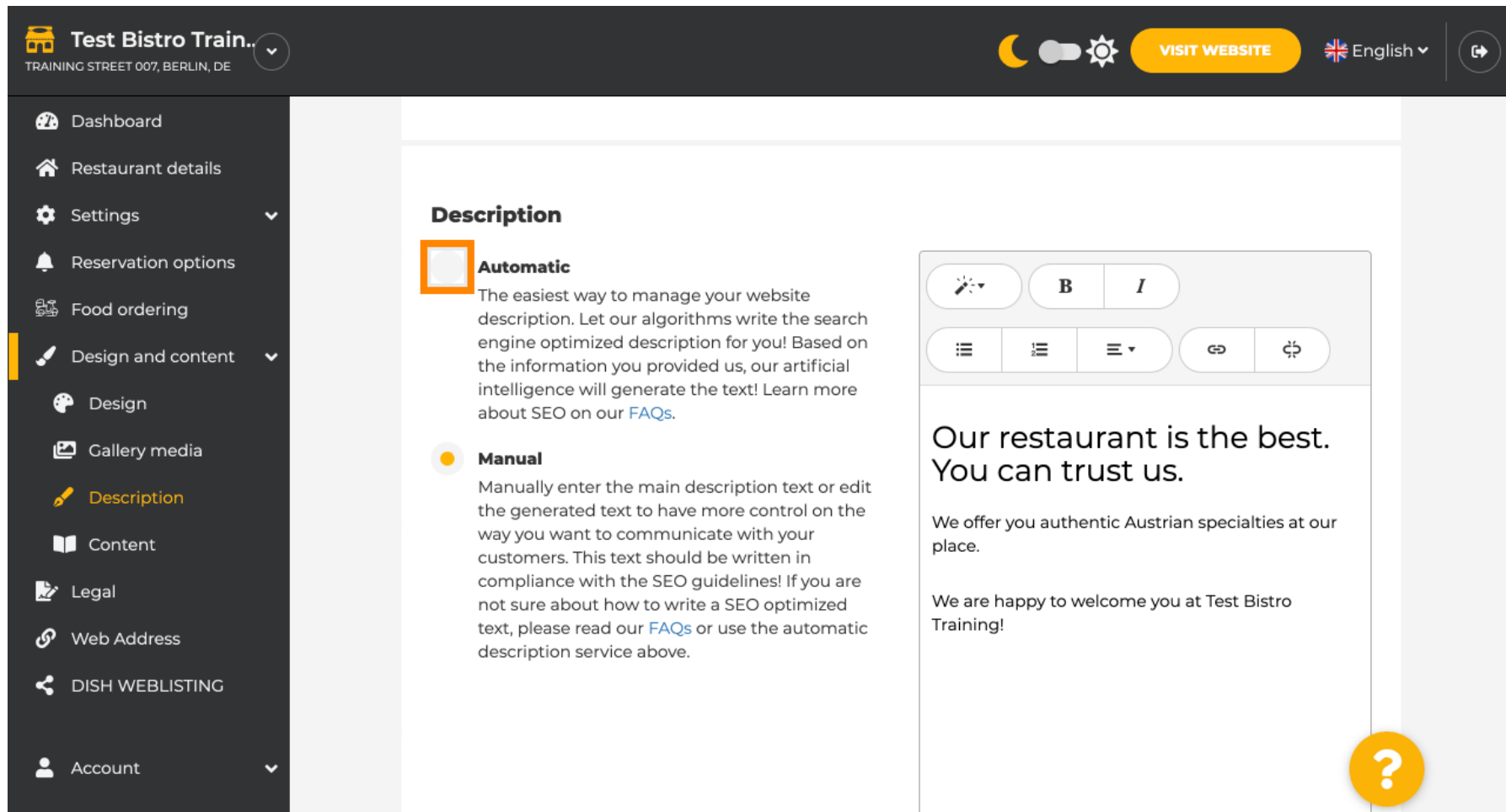
Our restaurant is the best. You can trust us.

We offer you authentic Austrian specialties at our place.

We are happy to welcome you at Test Bistro Training!



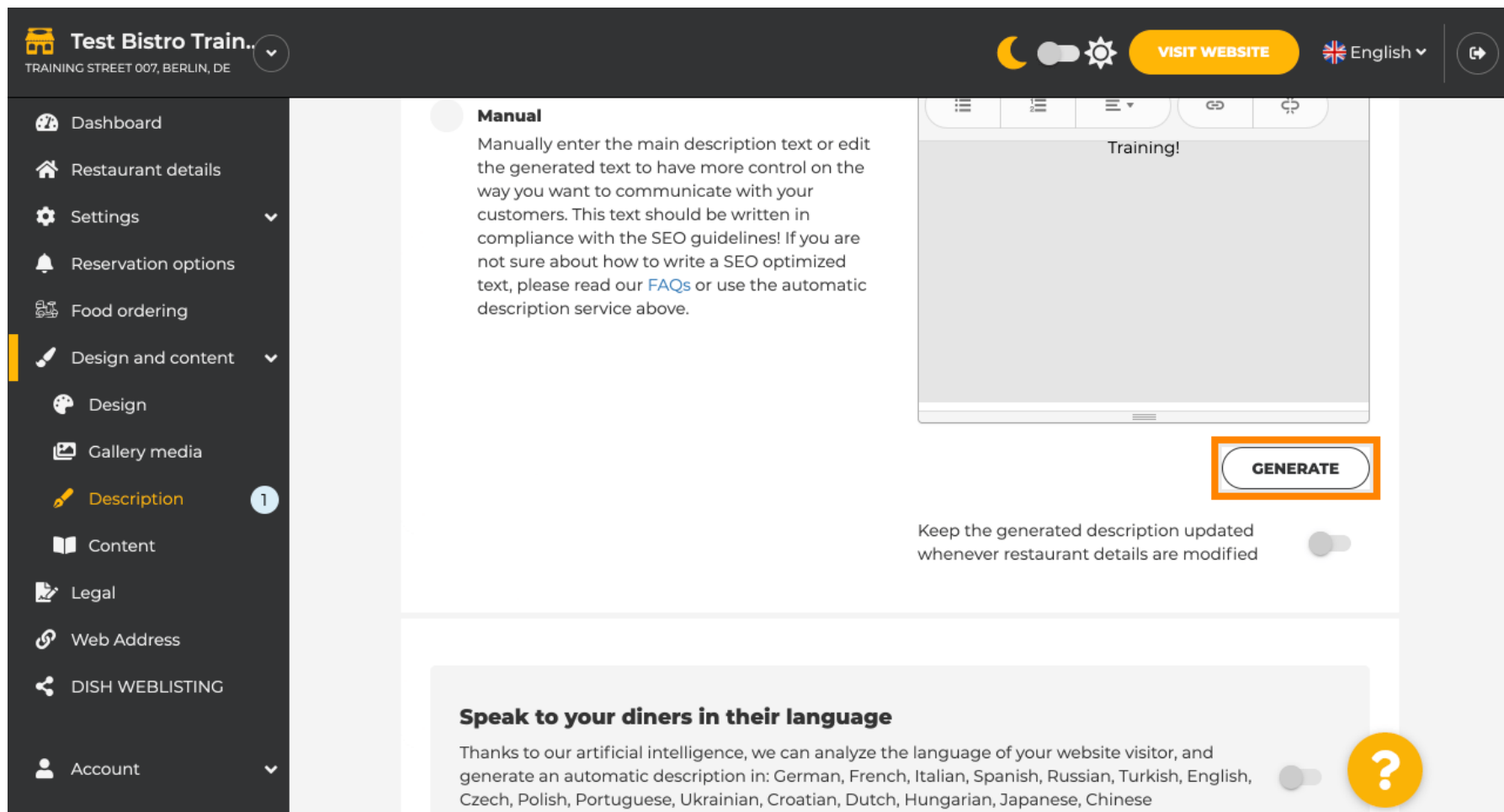
Para activar la función de descripción de IA, haga clic en **automático** . Nota: La descripción automática es una característica que solo se incluye en DISH Professional.



The screenshot shows the management interface for 'Test Bistro Train..' (TRAINING STREET 007, BERLIN, DE). 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 is titled 'Description' and features two radio button options: 'Automatic' (selected and highlighted with an orange box) and 'Manual'. The 'Automatic' option is described as the easiest way to manage the website description, using AI to generate SEO-optimized text. The 'Manual' option allows for manual entry and editing of the description text. To the right, a preview of the website shows a rich text editor with bold and italic buttons, followed by a preview of the generated 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 preview area.



Para permitir que la nueva configuración entre en vigencia, haga clic en **generar** . Esto generará su texto de descripción optimizado de Google individual basado en los detalles de su establecimiento.



The screenshot shows the management interface 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 menu lists various management options, with "Description" highlighted and marked with a notification badge "1".

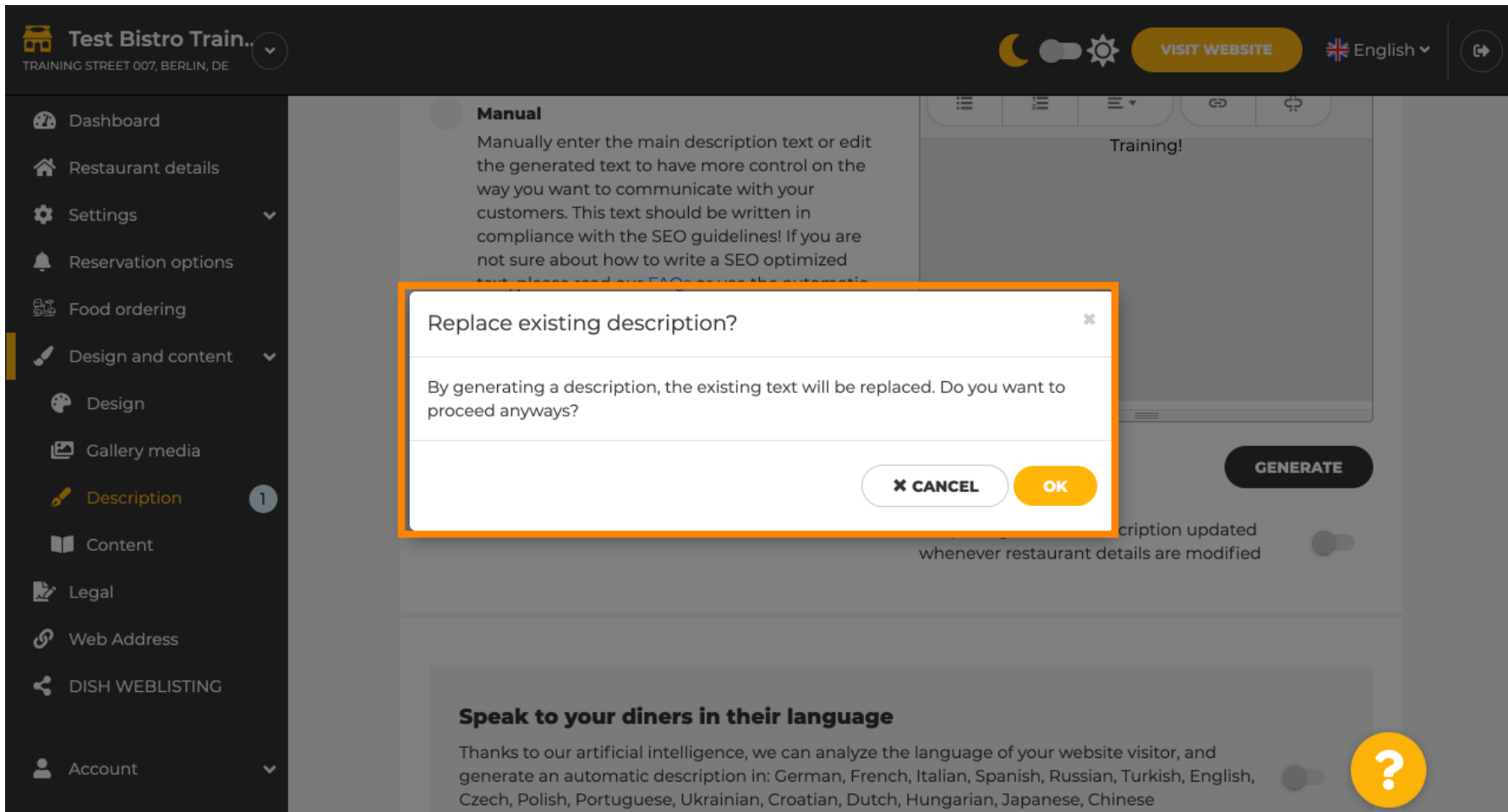
The main content area is divided into two sections:

- Manual:** A section with a "Manual" heading and 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." Below this text is a large text input area with a "Training!" placeholder. A "GENERATE" button is highlighted with an orange border.
- Keep the generated description updated whenever restaurant details are modified:** A toggle switch that is currently turned off.

At the bottom, there is a section titled "Speak to your diners in their language" with a description: "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". A toggle switch for this feature is also turned off, and a yellow question mark icon is present next to it.



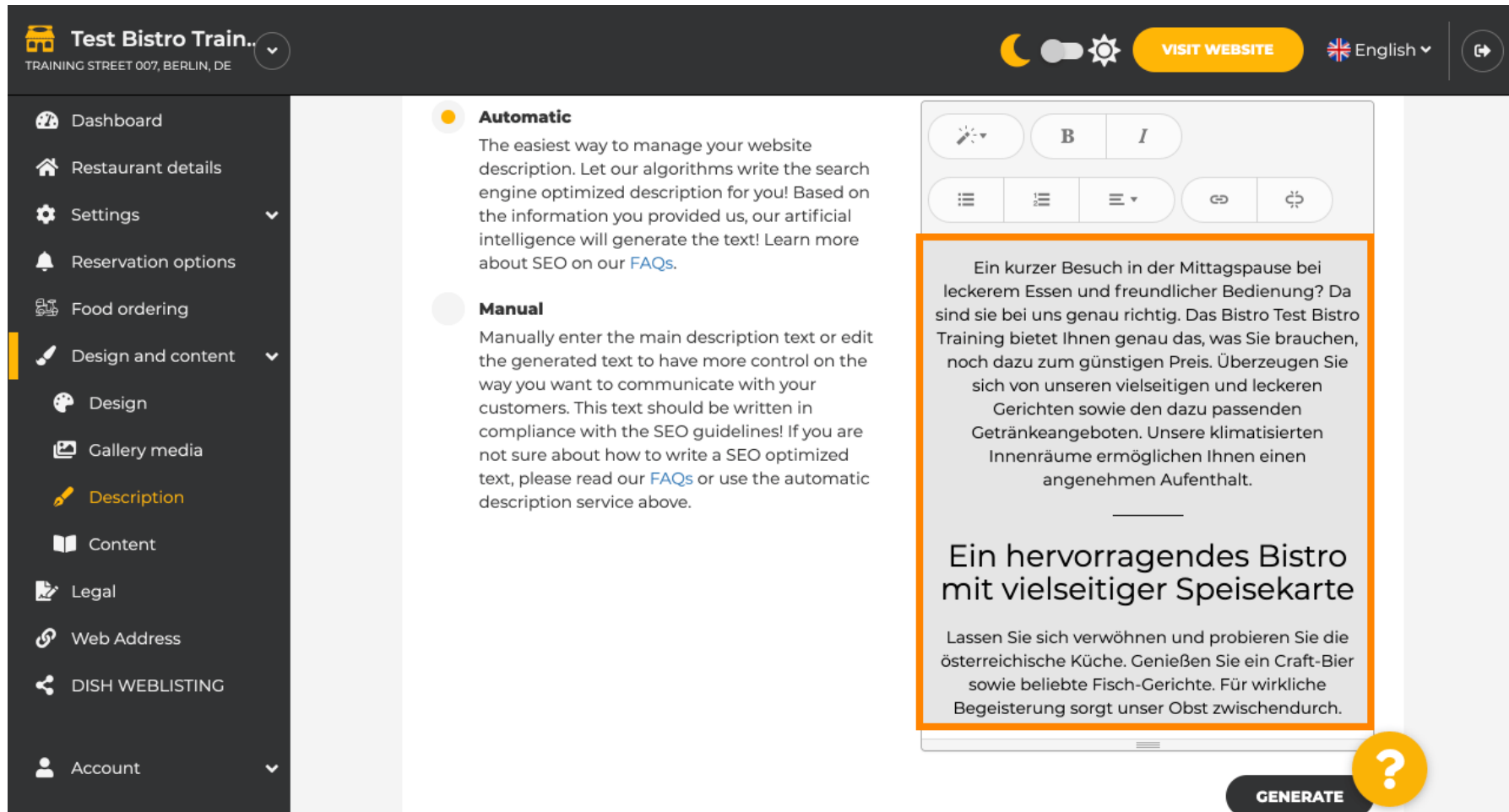
Su descripción existente será reemplazada. Haga clic en **Aceptar** para continuar.



The screenshot shows the 'Test Bistro Train..' management interface. A confirmation dialog box is centered on the screen, asking 'Replace existing description?' with the text: 'By generating a description, the existing text will be replaced. Do you want to proceed anyways?'. The dialog has 'X CANCEL' and 'OK' buttons. The background interface includes a sidebar with menu items like 'Dashboard', 'Restaurant details', 'Settings', 'Reservation options', 'Food ordering', 'Design and content', 'Design', 'Gallery media', 'Description' (highlighted with a '1' badge), 'Content', 'Legal', 'Web Address', 'DISH WEBLISTING', and 'Account'. The main content area shows a 'Manual' section with instructions on entering or editing the main description text, and a 'GENERATE' button. A yellow question mark icon is visible in the bottom right corner of the interface.



La nueva **descripción generada** se muestra en el idioma establecido de su cuenta de DISH.



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

The main content area is titled 'Automatic' and explains: '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](#).'

The 'Manual' section explains: '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.'

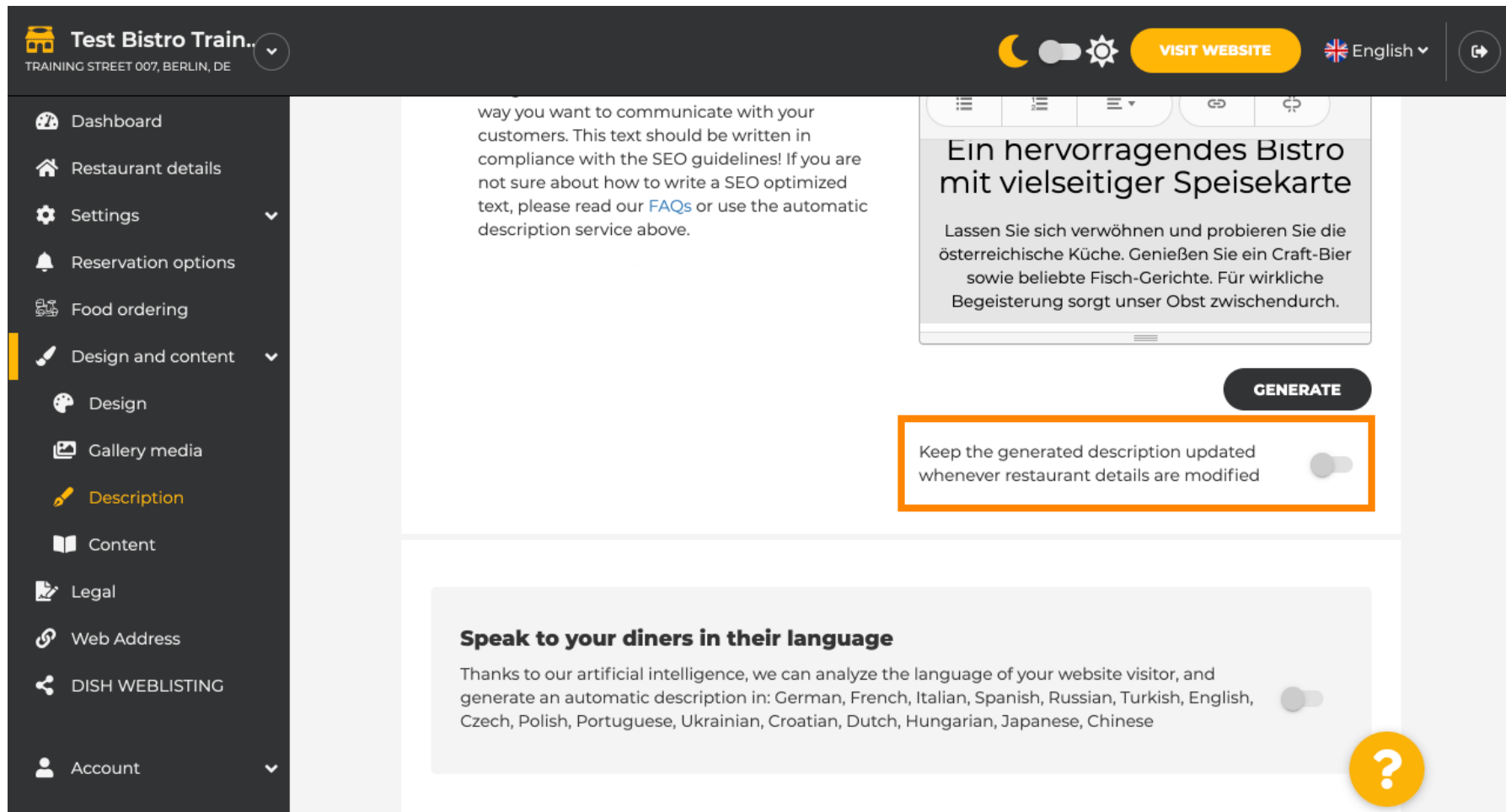
The 'Automatic' section displays a generated German description for a bistro, enclosed in an orange box. The text reads: 'Ein kurzer Besuch in der Mittagspause bei leckerem Essen und freundlicher Bedienung? Da sind sie bei uns genau richtig. Das Bistro Test Bistro Training bietet Ihnen genau das, was 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.'

Below the text is a sub-heading: 'Ein hervorragendes Bistro mit vielseitiger Speisekarte' and a paragraph: '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, there is a 'GENERATE' button and a yellow question mark icon.



Para asegurarse de que su descripción esté siempre actualizada con los detalles cambiantes del establecimiento, haga clic en el **interruptor**.

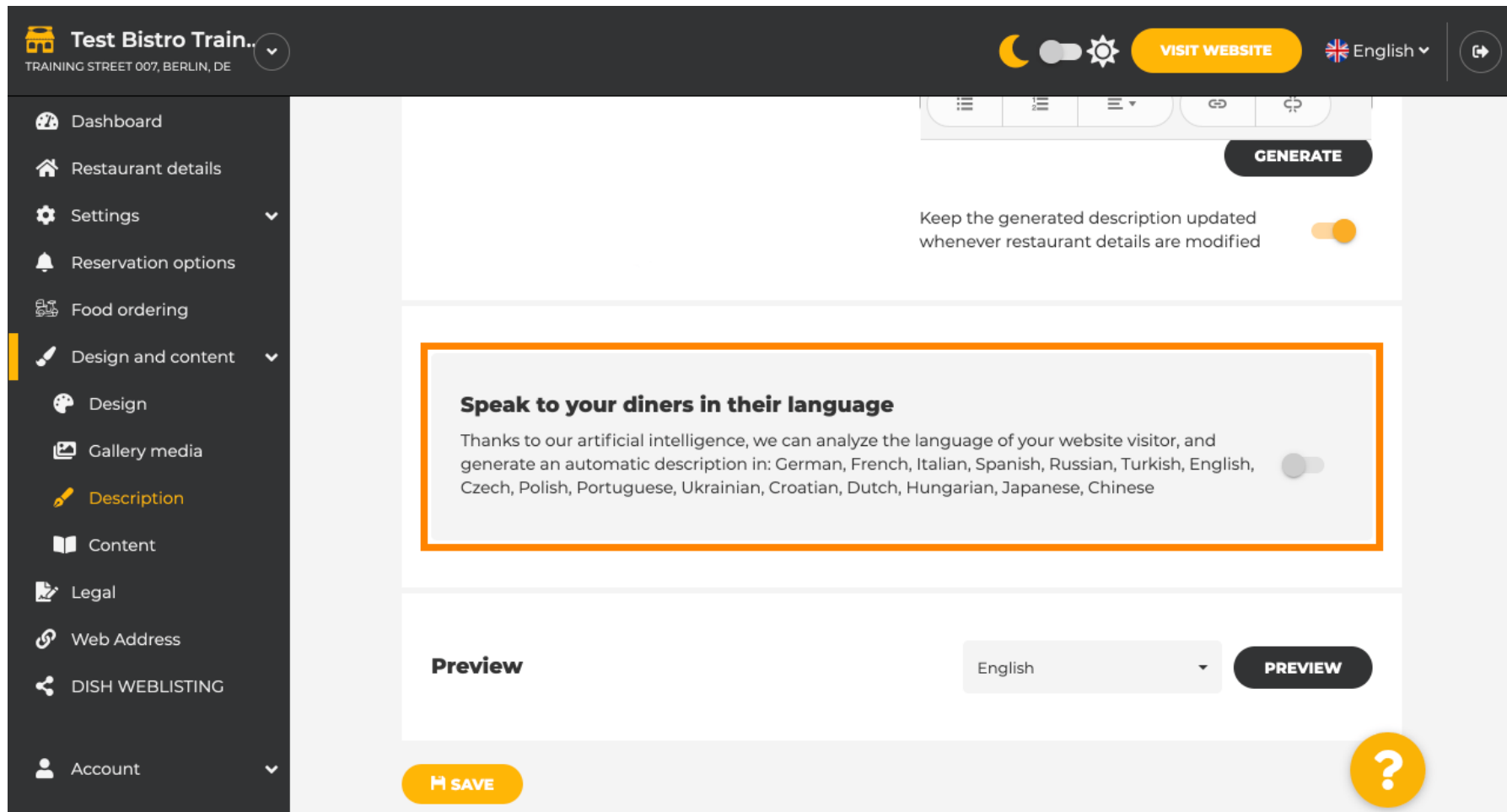


The screenshot shows the management interface for 'Test Bistro Train..' with the following elements:

- Header:** Restaurant name, address, navigation icons, 'VISIT WEBSITE' button, and language selector (English).
- Left Sidebar:** Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted), Design, Gallery media, Description (highlighted), Content, Legal, Web Address, DISH WEBLISTING, Account.
- Main Content Area:**
 - Text: "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."
 - Preview: "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."
 - Buttons: 'GENERATE' and a toggle switch.
 - Toggle Label: "Keep the generated description updated whenever restaurant details are modified" (highlighted with an orange box).
 - Section: "Speak to your diners in their language" with a list of languages and a toggle switch.
 - Help icon: A yellow circle with a question mark.

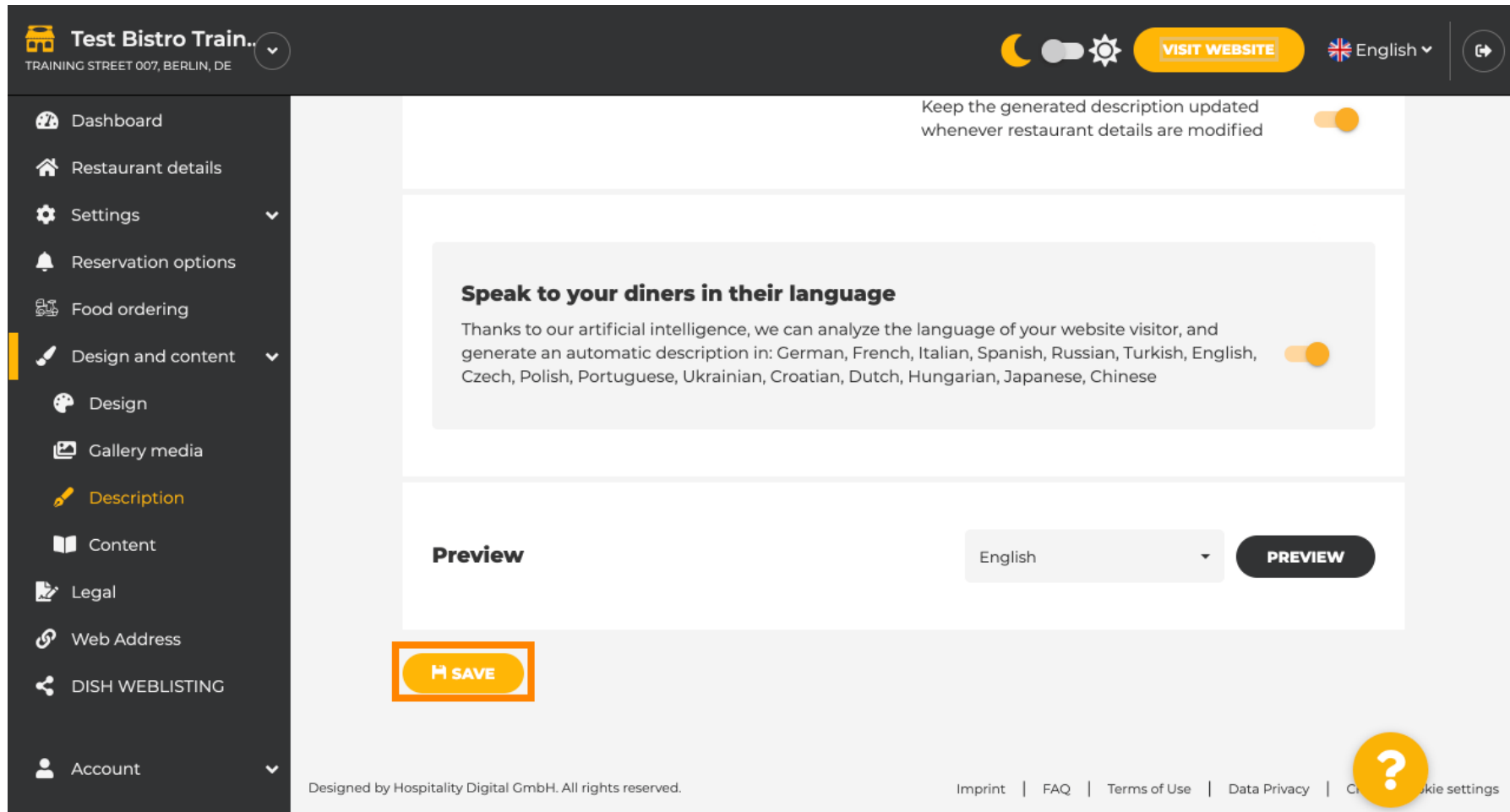


Si desea activar que su descripción se muestre en el idioma del visitante, haga clic en el **interruptor**.
 Nota: Nuestra IA analiza el idioma del visitante y lo adapta inmediatamente.



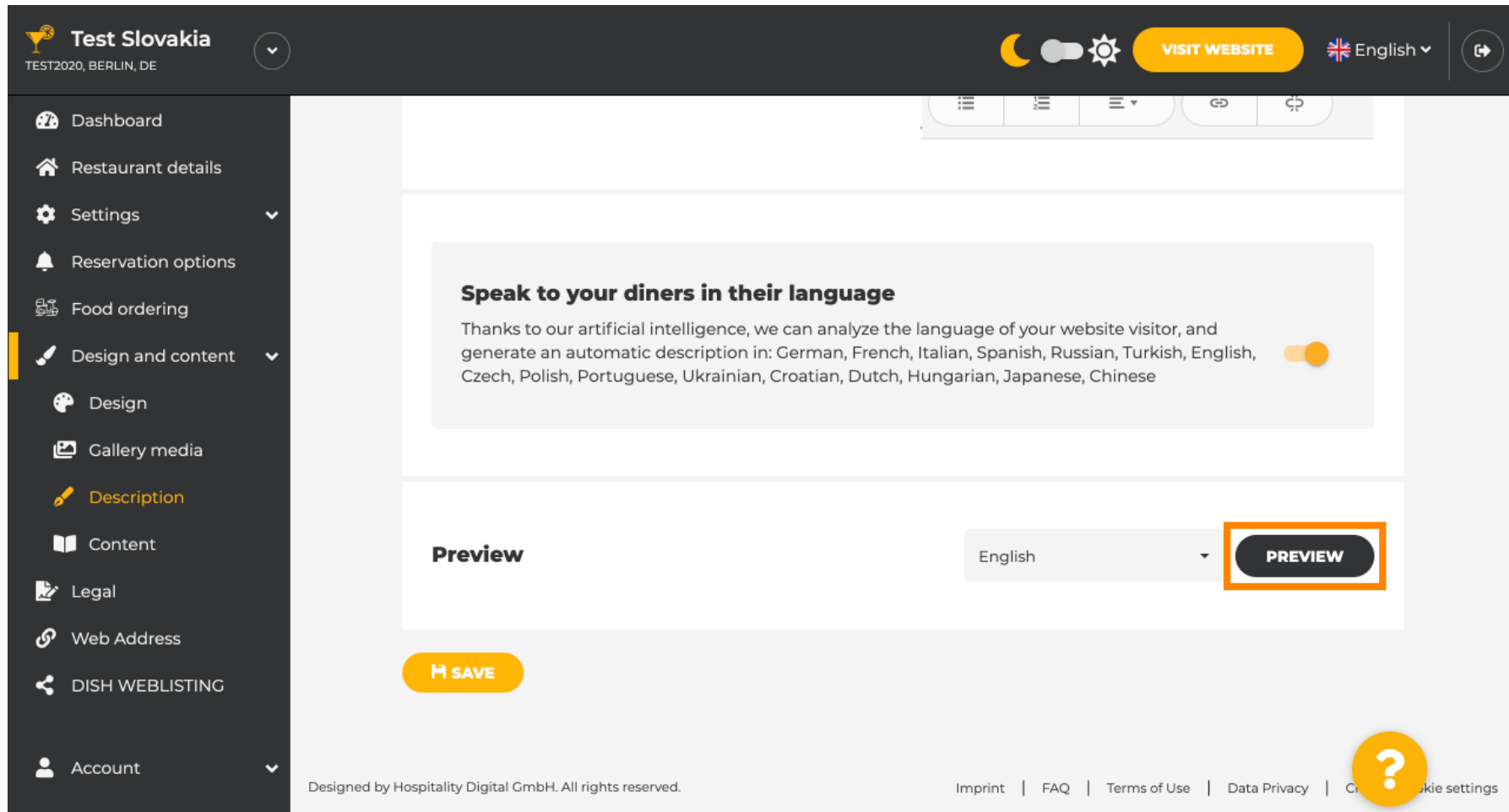
The screenshot shows the management interface for a restaurant website. On the left is a dark sidebar menu with options: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted), Design, Gallery media, Description (highlighted), Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area has a top navigation bar with a 'VISIT WEBSITE' button and a language dropdown set to 'English'. Below this is a 'GENERATE' button and a toggle switch for 'Keep the generated description updated whenever restaurant details are modified'. The central focus is a box titled 'Speak to your diners in their language' with a descriptive paragraph and a toggle switch that is currently turned off. At the bottom, there is a 'Preview' section with a language dropdown set to 'English' and a 'PREVIEW' button, and a 'SAVE' button at the very bottom left. A yellow question mark icon is in the bottom right corner.

 Asegúrese de aplicar todos los cambios haciendo clic en **guardar**.



The screenshot shows the DISH website editor interface. On the left is a dark sidebar with a menu containing: 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 header with a restaurant name 'Test Bistro Train..' and address 'TRAINING STREET 007, BERLIN, DE', a 'VISIT WEBSITE' button, and a language selector set to 'English'. Below the header, there are two toggle switches: 'Keep the generated description updated whenever restaurant details are modified' (checked) and 'Speak to your diners in their language' (checked). The second toggle's text lists supported languages: German, French, Italian, Spanish, Russian, Turkish, English, Czech, Polish, Portuguese, Ukrainian, Croatian, Dutch, Hungarian, Japanese, Chinese. A 'Preview' section shows a language dropdown set to 'English' and a 'PREVIEW' button. At the bottom of the main area, a 'SAVE' button is highlighted with an orange border. 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. A yellow question mark icon is overlaid on the footer area.

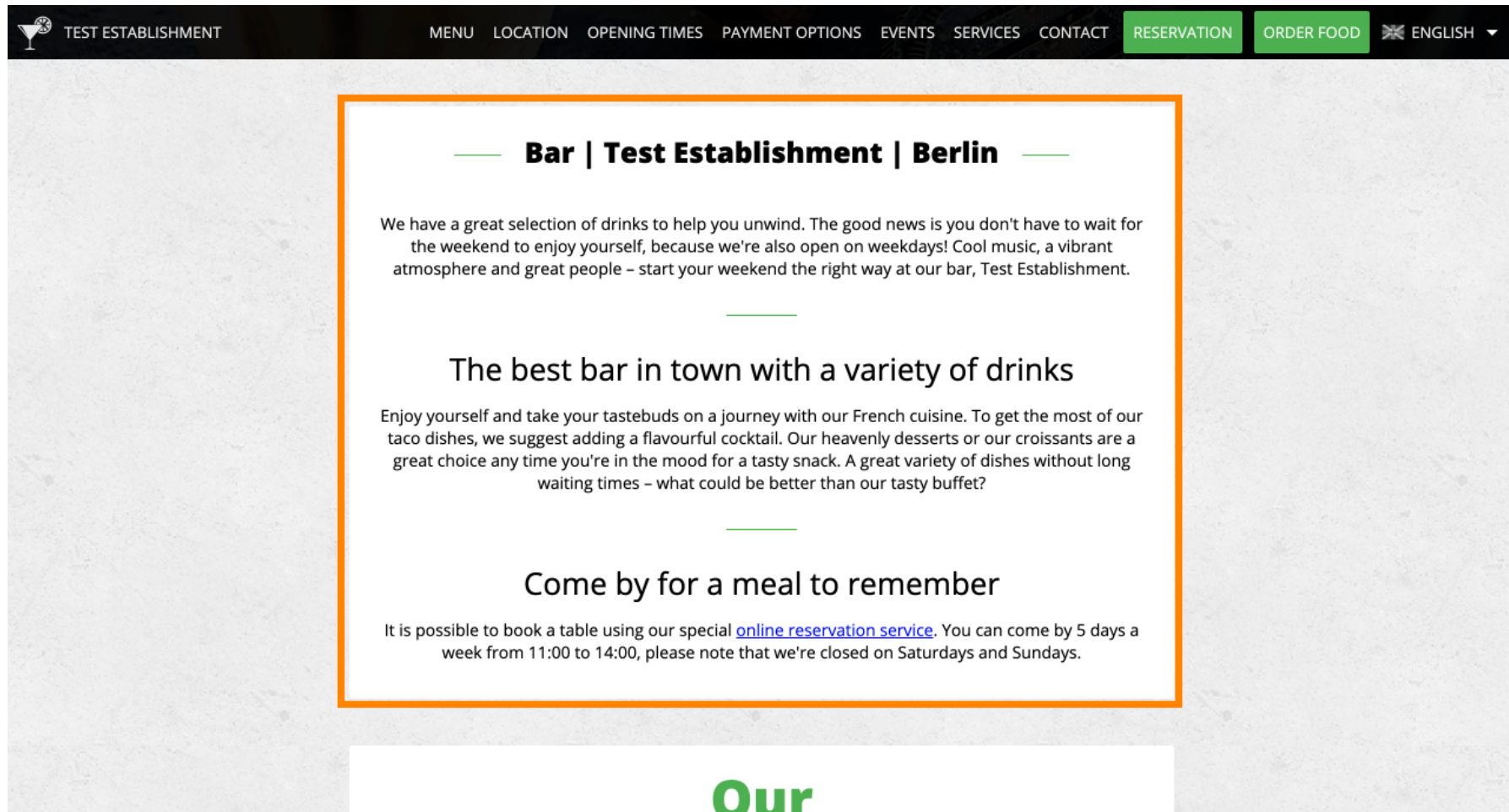
 Haga clic en **vista previa** para ver los cambios efectivos en su propio sitio web.



The screenshot shows the management interface for 'Test Slovakia'. The left sidebar contains a menu with 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 is titled 'Design and content' and features 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 'SAVE' button. The footer includes 'Designed by Hospitality Digital GmbH. All rights reserved.' and links for Imprint, FAQ, Terms of Use, Data Privacy, and Cookie settings.



Esta es su nueva **descripción generada por IA** .



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?

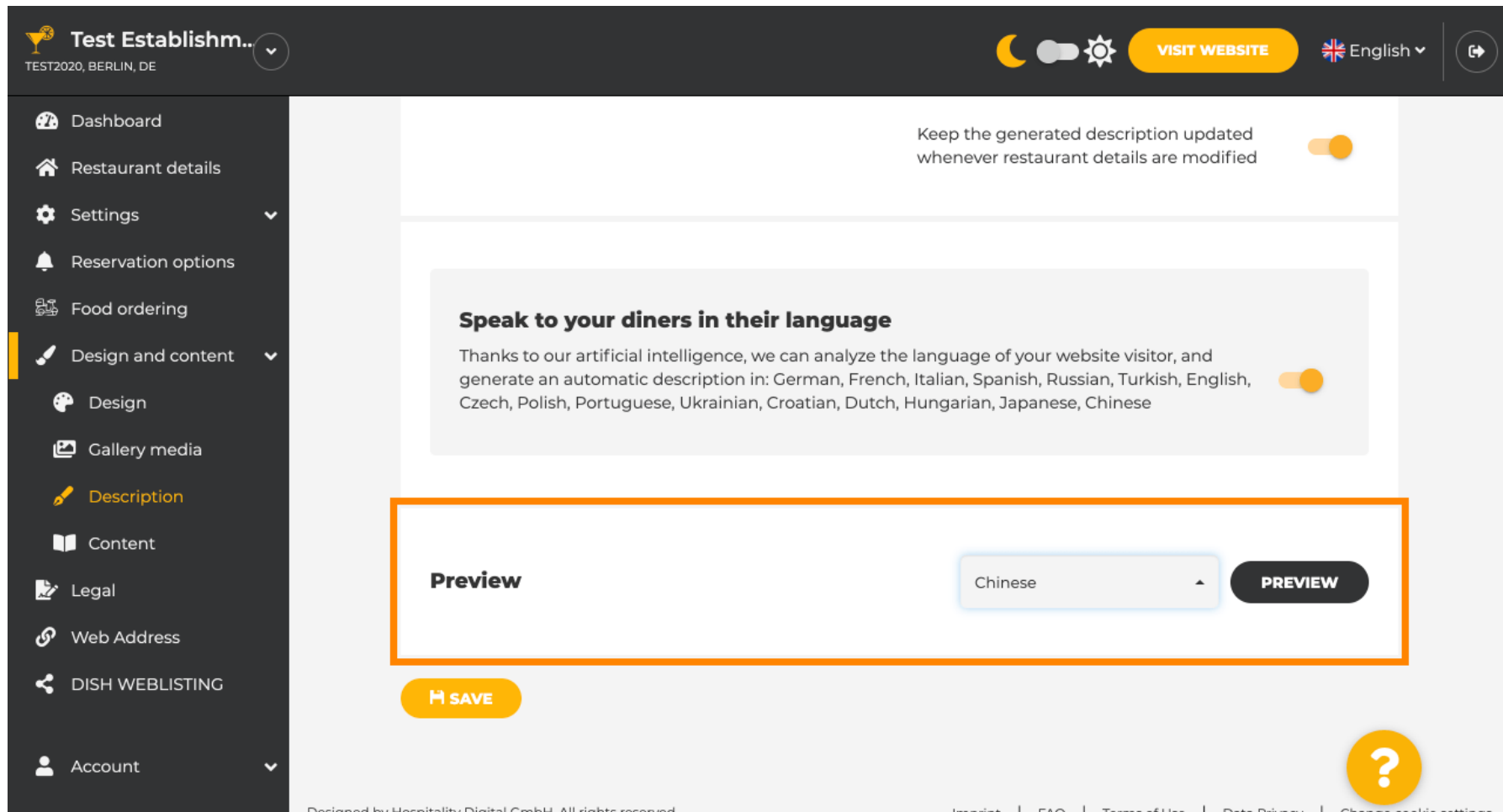
Come by for a meal to remember

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



Para ver cómo se vería su sitio web en otro idioma, seleccione **otro idioma** en el menú desplegable y haga clic en **vista previa**.



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, Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area has a top navigation bar with a 'VISIT WEBSITE' button and a language dropdown set to 'English'. Below this, 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 and contains a dropdown menu set to 'Chinese' and a 'PREVIEW' button. At the bottom left of the main area is a 'SAVE' button, and at the bottom right is a help icon (question mark). The footer contains the text: 'Designed by Hospitality Digital GmbH. All rights reserved. Imprint | FAQ | Terms of Use | Data Privacy | Change cookie settings'.



En este caso, elegimos mostrar el sitio web en chino. Eso es todo. Estás listo.



The screenshot shows the website for 'TEST ESTABLISHMENT' in Chinese. The header includes navigation links: 菜单 (Menu), 位置 (Location), 营业时间 (Hours), 支付方式 (Payment), EVENTS, 服务 (Service), 联系方式 (Contact), 预订 (Reserve), ORDER FOOD, and 简体中文 (Simplified Chinese). The main content area features a central white box with the following text:

酒吧 | Test Establishment | Berlin

在这里, 让您轻松享受一个肆意放松的夜。Test Establishment, 美好的夜才刚刚开始。

美味纷呈的 酒吧 提供自助餐

欢迎享用充满异域风情的法国菜。来一份甜点搭配下午茶, 给您的一天都抹上美丽的色彩! 超级丰富的自助餐, 保证让您回味无穷, 流连忘返!

欢迎进店品尝!

[在线订位](#) 让生活简单点! 除星期六 和 星期天以外的每一天我们都在11:00 - 14:00期间营业。

我们的
菜单



Scan to go to the interactive player