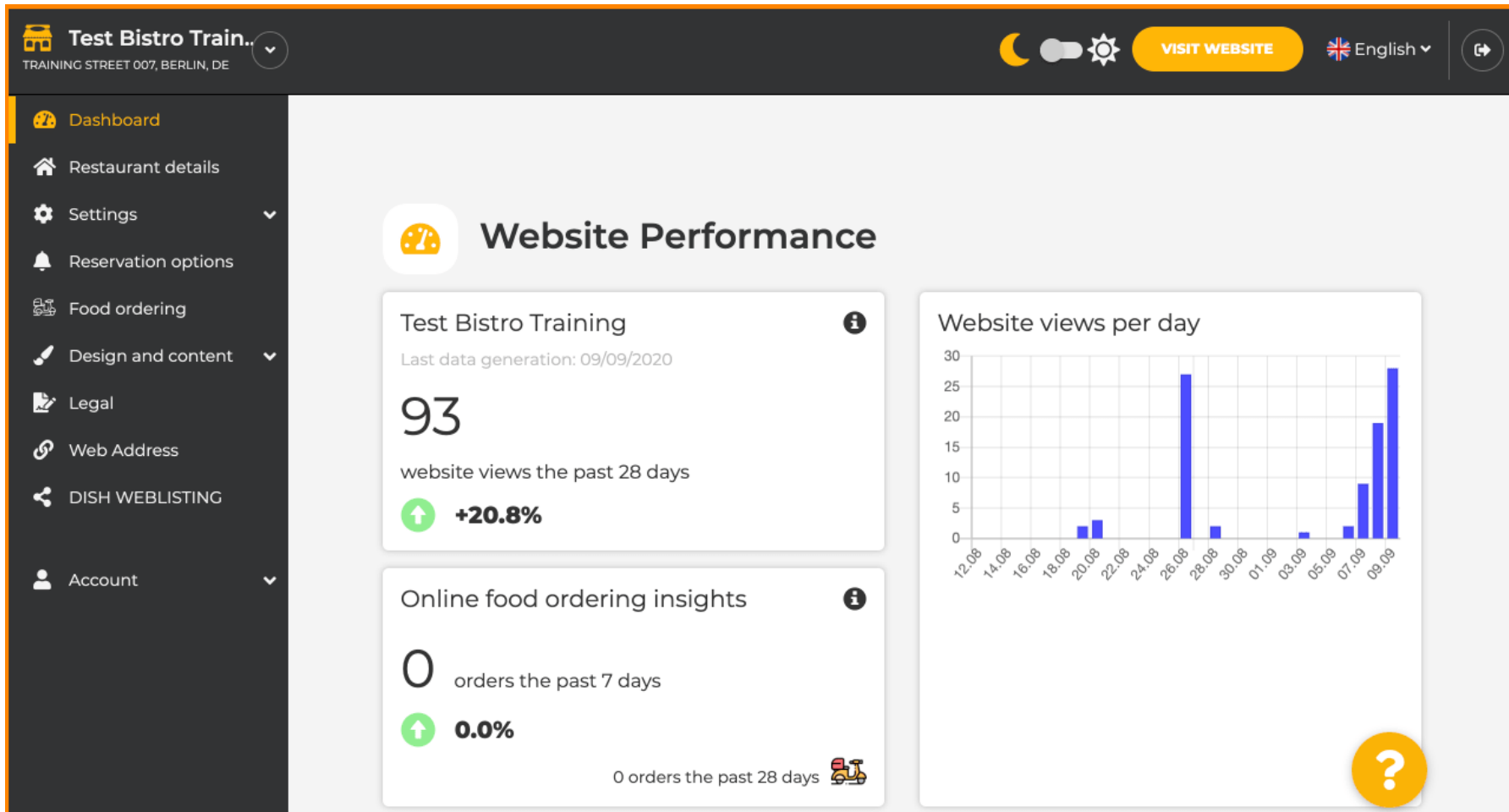
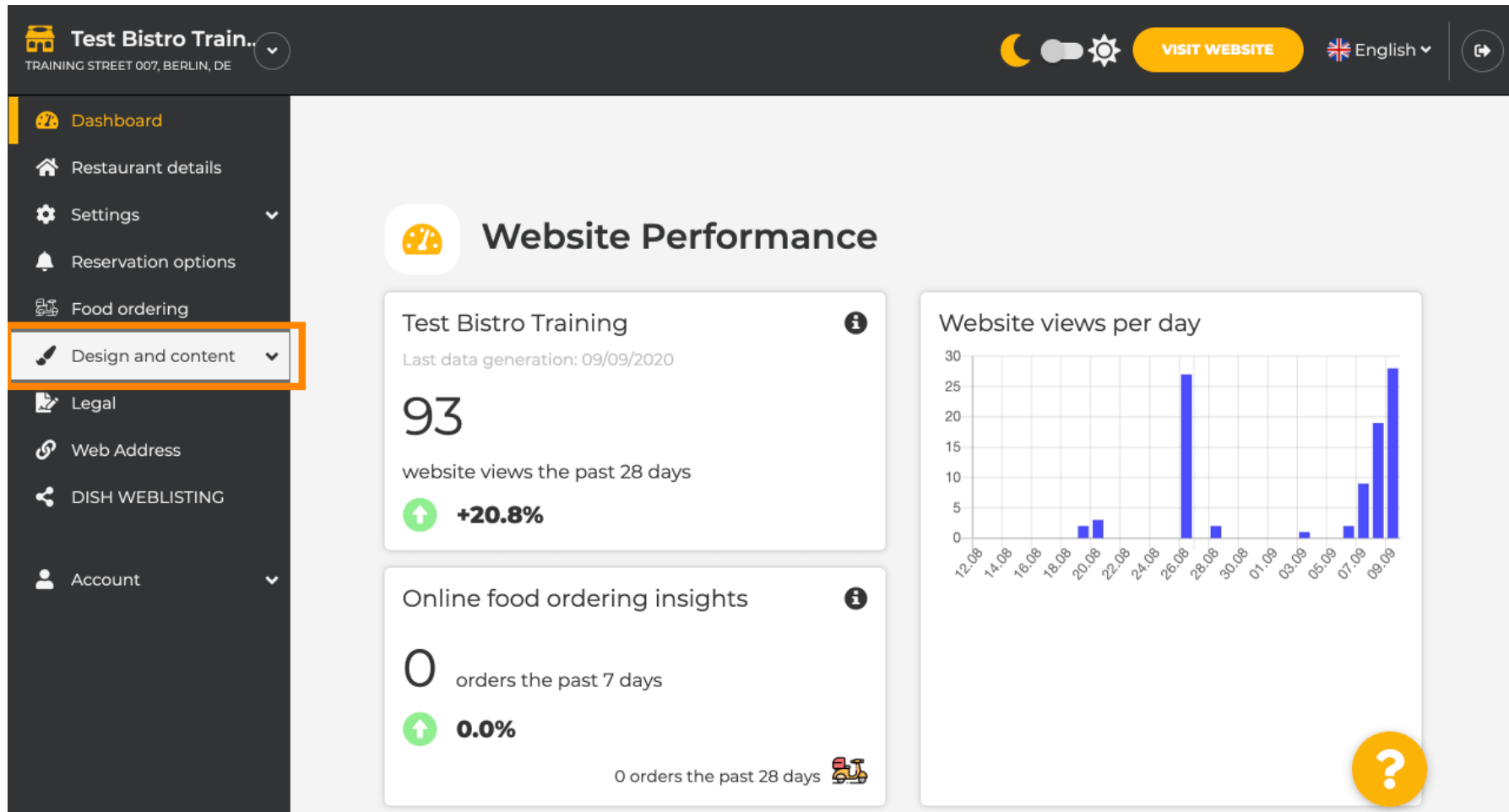


O primeiro passo é fazer login na sua **conta do site DISH** . Nota: <https://website.dish.co>





Uma vez logado, clique em **design e content**.



Test Bistro Train..
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%

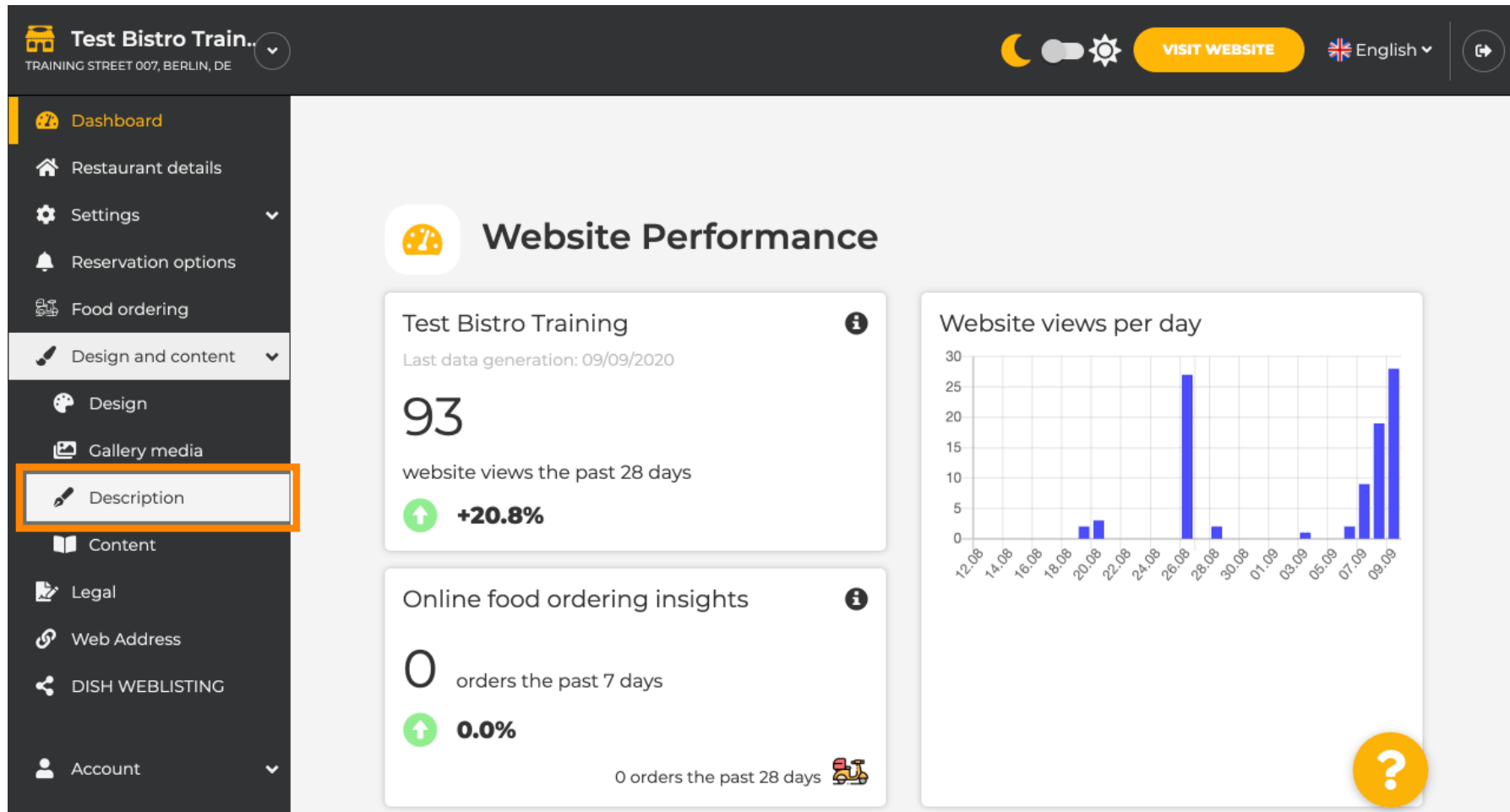
0 orders the past 28 days

Website views per day

Date	Views
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	0
07.09	9
09.09	28



E depois clique na **descrição** .

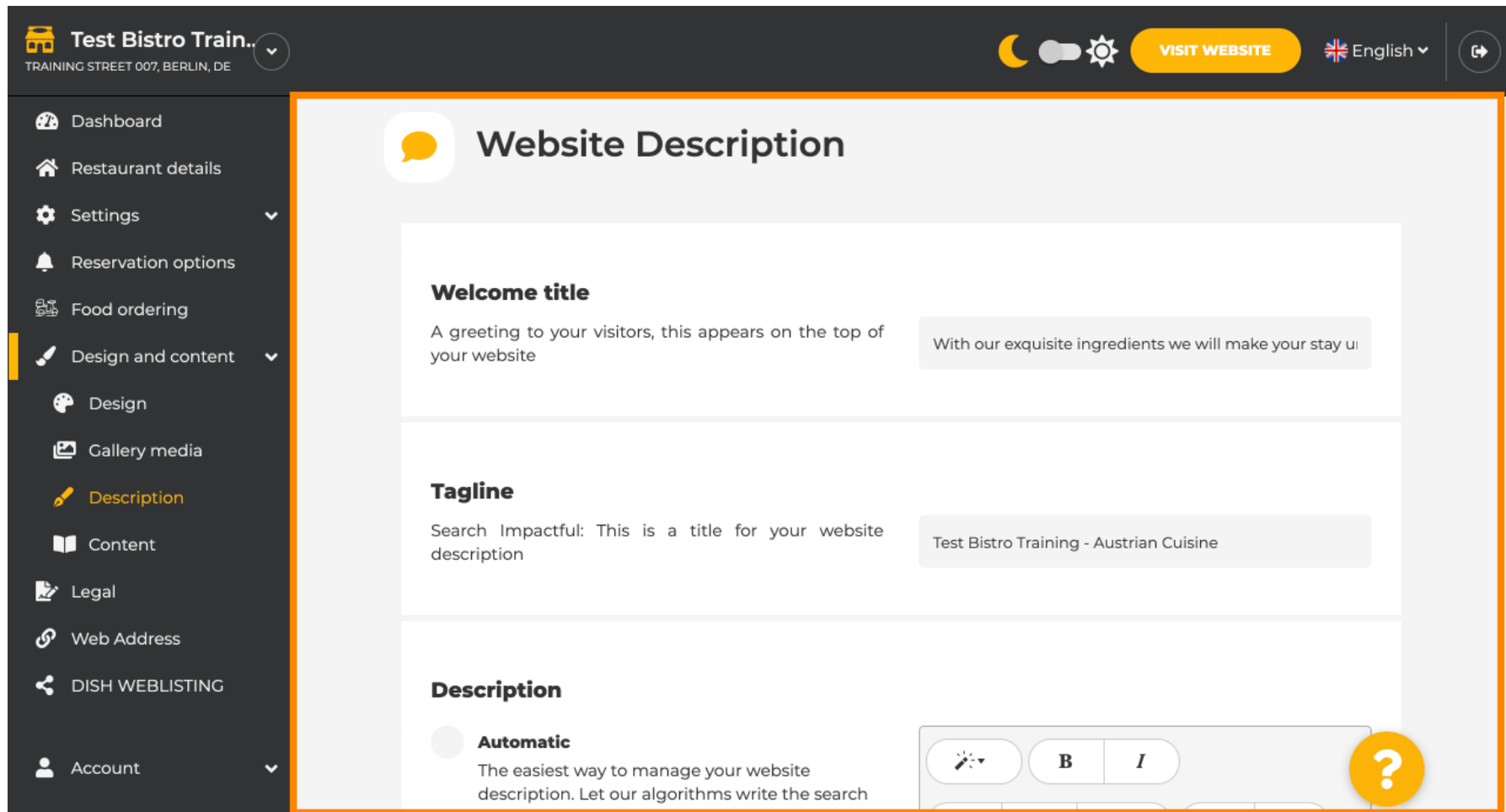


The screenshot shows the DISH website management interface for 'Test Bistro Training' (TRAINING STREET 007, BERLIN, DE). The left sidebar contains a menu with the following items: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted), Design, Gallery media, Description (highlighted with an orange box), Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area displays 'Website Performance' metrics for 'Test Bistro Training' (Last data generation: 09/09/2020). The 'Website views the past 28 days' metric shows a value of 93 with a +20.8% increase. The 'Online food ordering insights' metric shows 0 orders the past 7 days and 0 orders the past 28 days. A bar chart titled 'Website views per day' shows daily views from 12.08 to 09.09. A yellow circle with a question mark is located 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	0
07.09	9
09.09	28



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



The screenshot shows the 'Website Description' section of the DISH management interface. 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 'Website Description' and contains three sections: 'Welcome title', 'Tagline', and 'Description'. Each section has a text input field and a preview box. The 'Description' section also includes a radio button for 'Automatic' and a text area for manual input. A yellow question mark icon is visible in the bottom right corner of the main content area.

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

Website Description

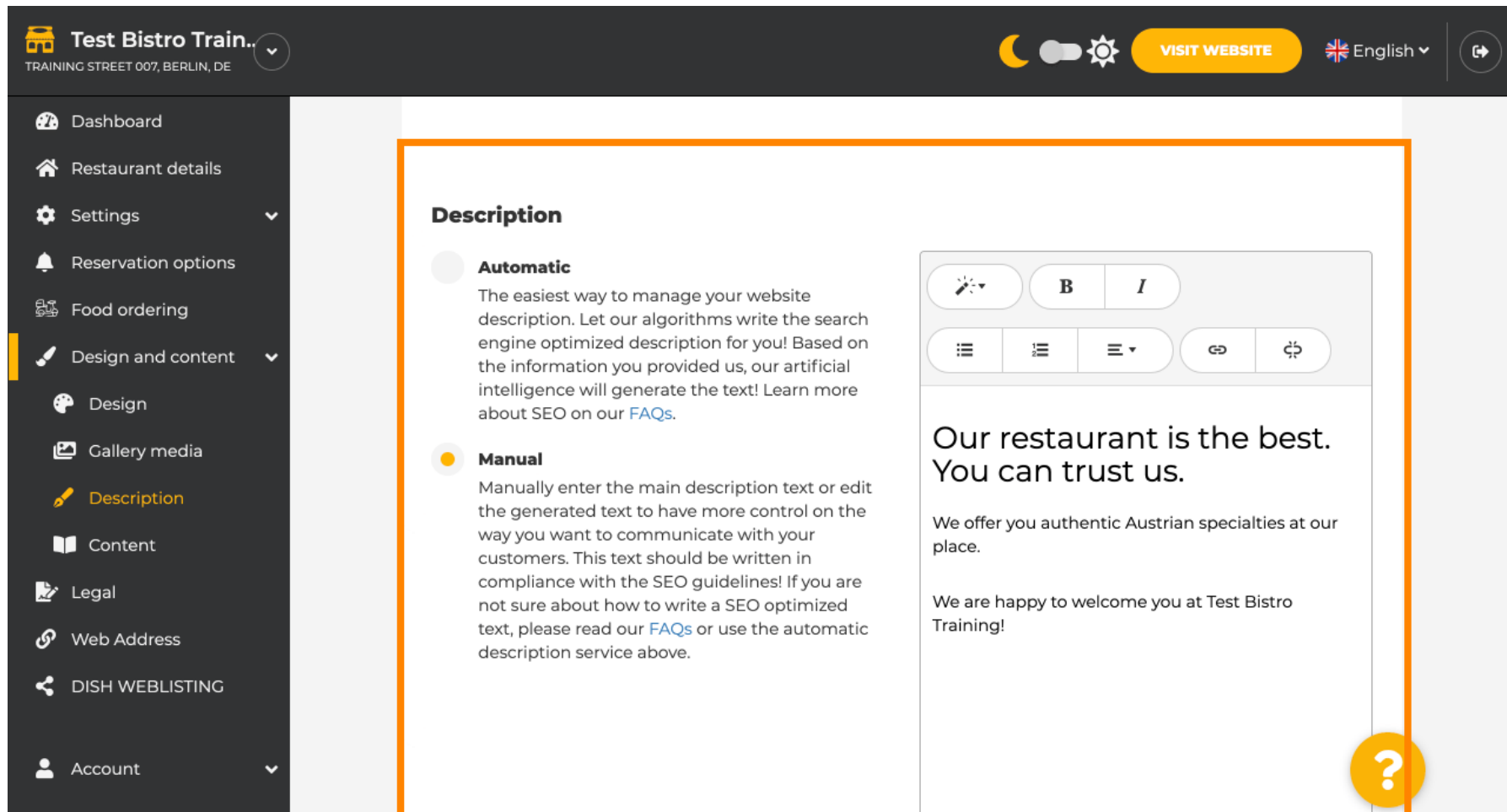
Welcome title
A greeting to your visitors, this appears on the top of your website
With our exquisite ingredients we will make your stay ui

Tagline
Search Impactful: This is a title for your website description
Test Bistro Training - Austrian Cuisine

Description
☐ **Automatic**
The easiest way to manage your website description. Let our algorithms write the search
B I ?



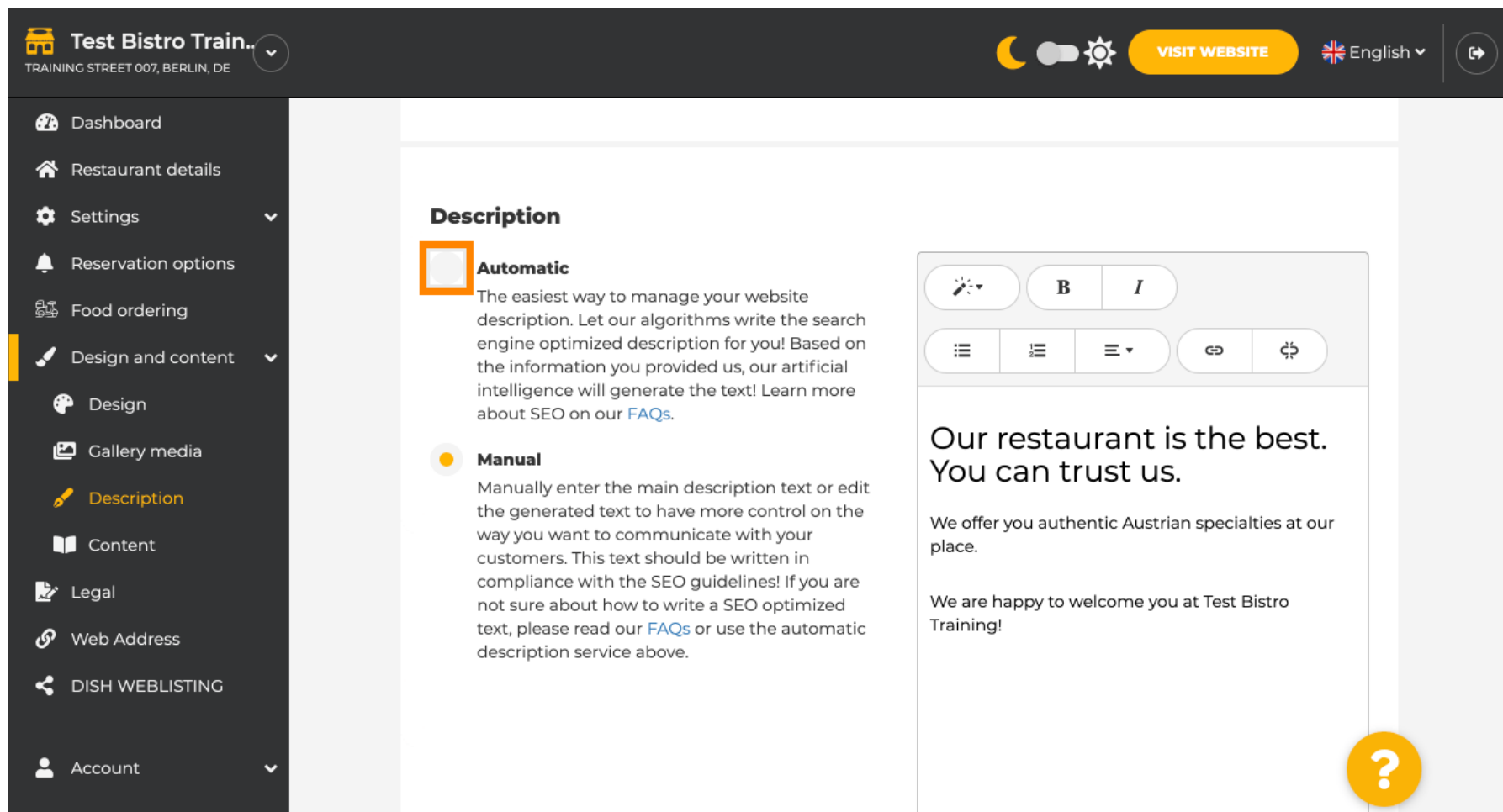
Role para baixo até a **seção de descrição**. Aqui pode editar a descrição principal do seu estabelecimento.



The screenshot shows the DISH website management interface. The top navigation bar includes the restaurant name 'Test Bistro Train..' and location 'TRAINING STREET 007, BERLIN, DE'. 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 text area with the description: '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.



Para ativar a função de descrição AI, clique em **automático**. Nota: A descrição automática é um recurso incluído apenas no DISH Professional.



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

Navigation: 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.

Preview:

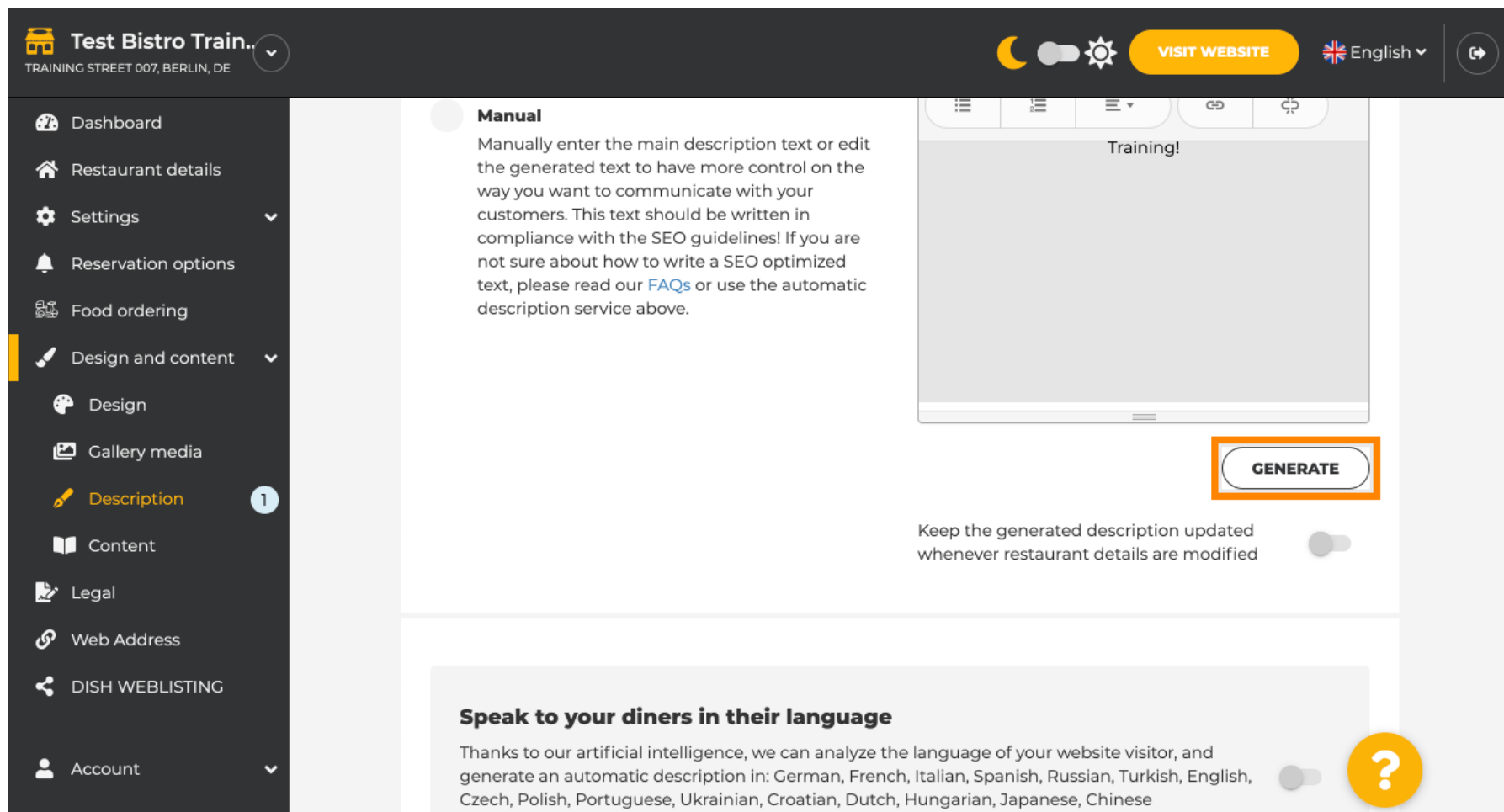
Our restaurant is the best.
You can trust us.

We offer you authentic Austrian specialties at our place.

We are happy to welcome you at Test Bistro Training!

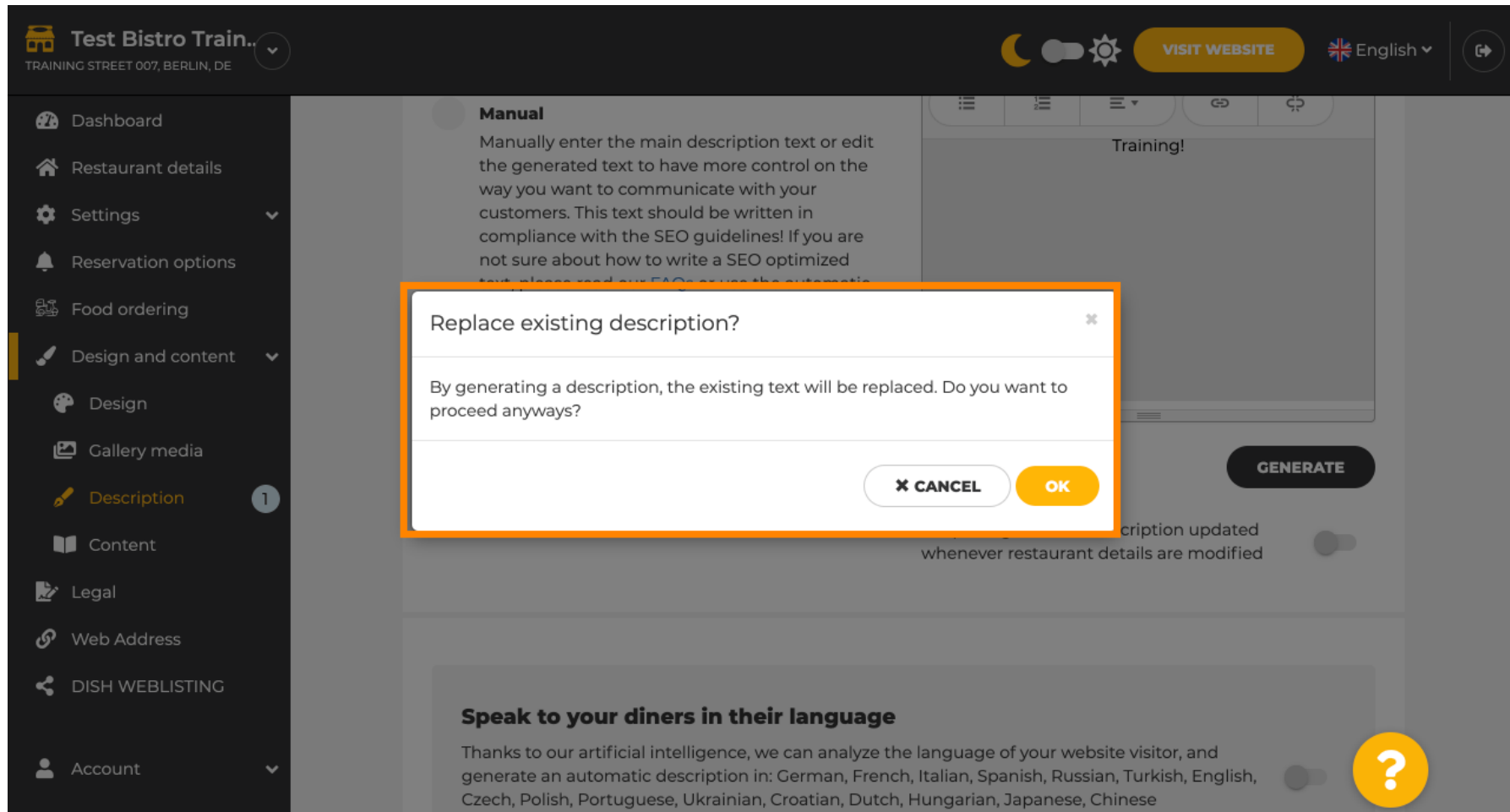


Para agora deixar a nova configuração entrar em vigor, clique em **gerar**. Isso gerará seu texto de descrição individual otimizado do Google com base nos detalhes do seu estabelecimento.



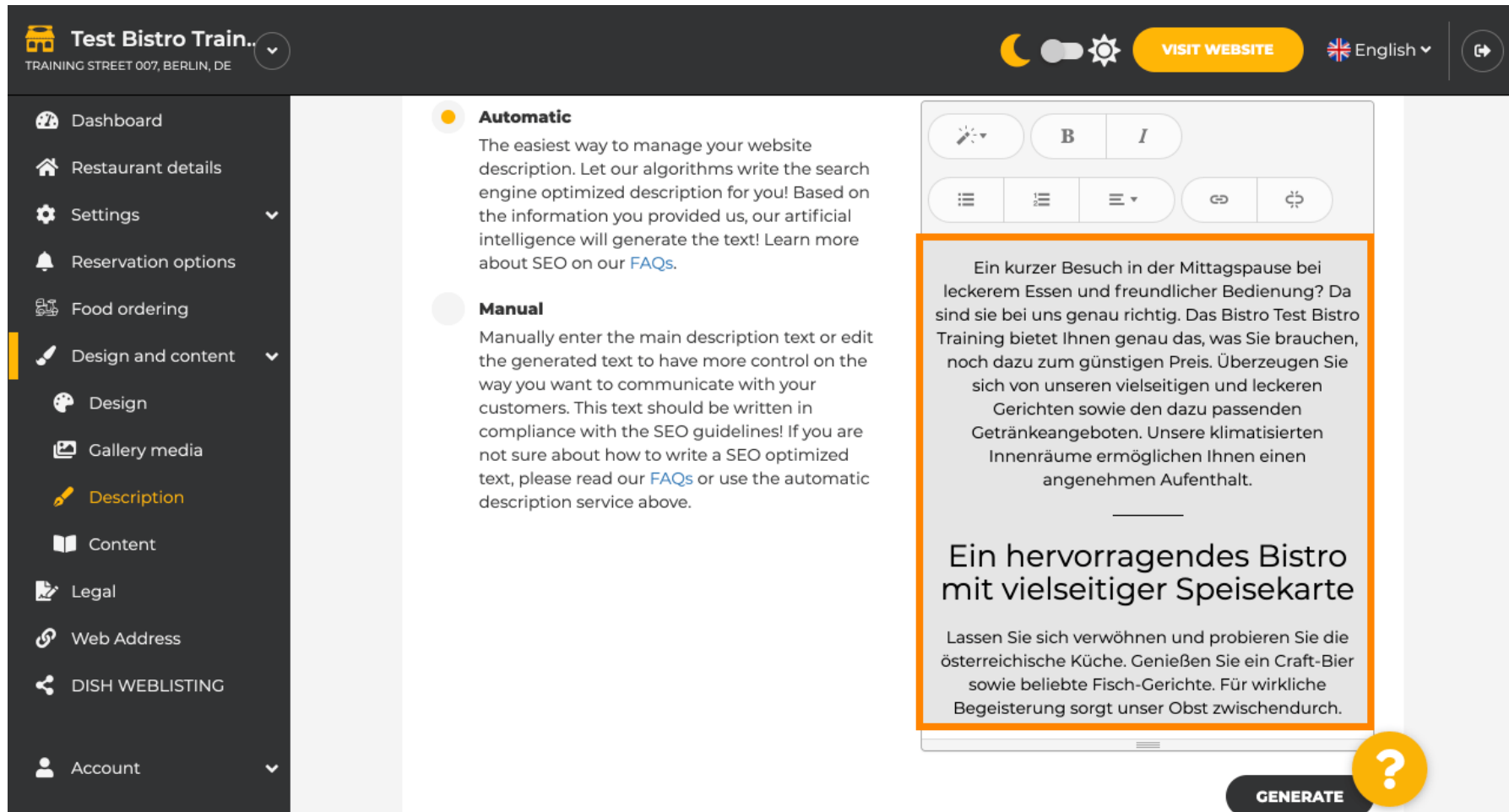
The screenshot shows the DISH website management interface. On the left is a dark sidebar with a menu including: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted with a yellow bar and a '1' badge), Design, Gallery media, Description (highlighted with a yellow bar and a '1' badge), Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area has a top header for 'Test Bistro Train..' with a dropdown arrow and the address 'TRAINING STREET 007, BERLIN, DE'. To the right of the header are icons for a moon, a toggle switch, a gear, a 'VISIT WEBSITE' button, a language selector set to 'English', and a share icon. The main content area is divided into two sections. The top section is titled 'Manual' and contains text: '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 this text is a large gray box labeled 'Training!'. Below this box is a 'GENERATE' button, which is highlighted with an orange border. Below the 'GENERATE' button is a toggle switch labeled 'Keep the generated description updated whenever restaurant details are modified'. The bottom section is titled 'Speak to your diners in their language' and contains text: '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'. To the right of this text is a toggle switch and a yellow circle with a question mark.

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





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



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, address, and navigation links like 'VISIT WEBSITE' and 'English'. Below the header, there are two options for generating a description: 'Automatic' (selected) and 'Manual'. The 'Automatic' option includes a brief explanation. The 'Manual' option provides instructions on how to edit the text. To the right, a preview of the generated German text is shown, enclosed in an orange border. The text describes the 'Test Bistro Training' and its offerings. Below the preview is a 'GENERATE' button with a 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.

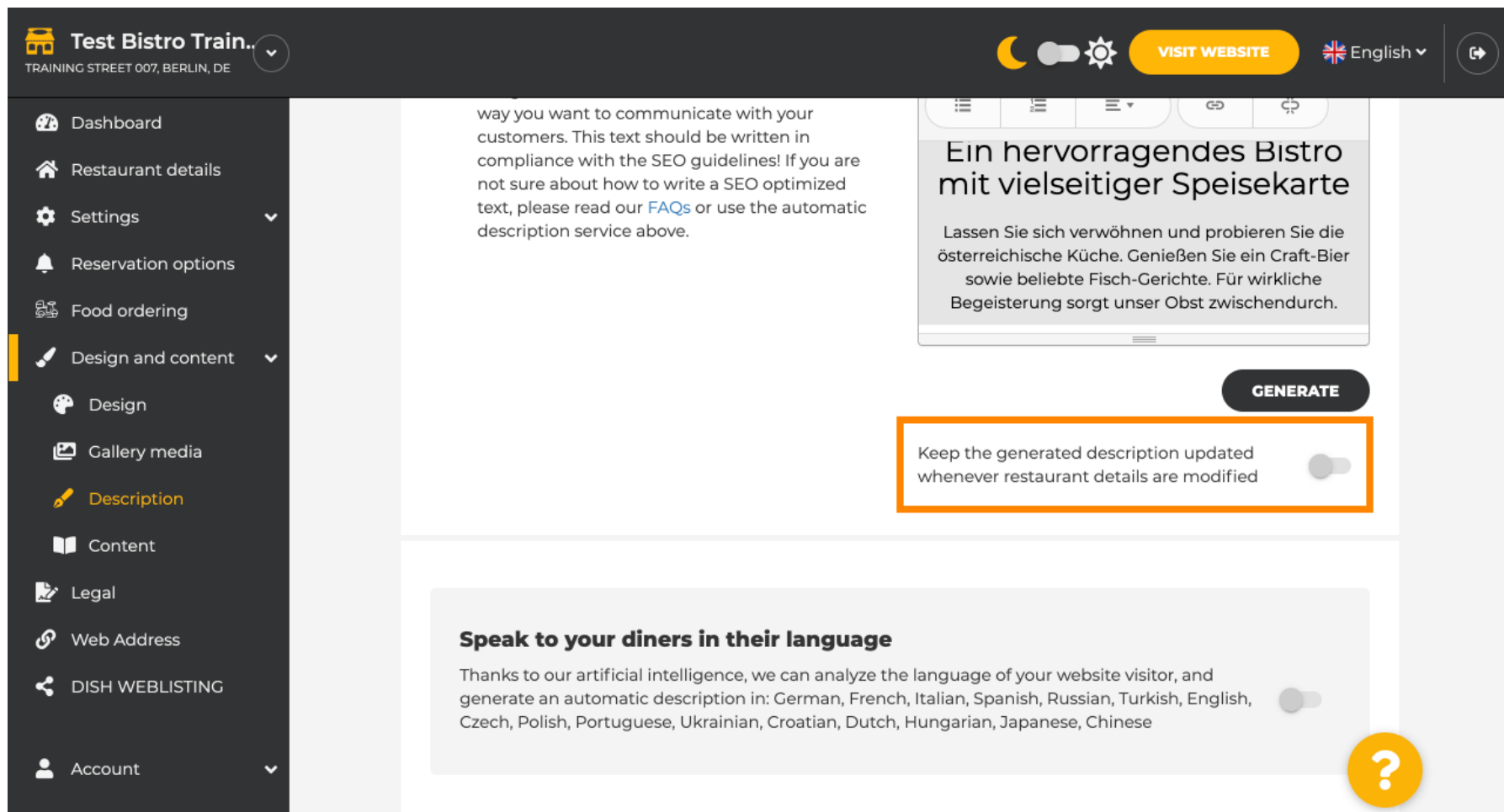
Ein hervorragendes Bistro mit vielseitiger Speisekarte

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 ?



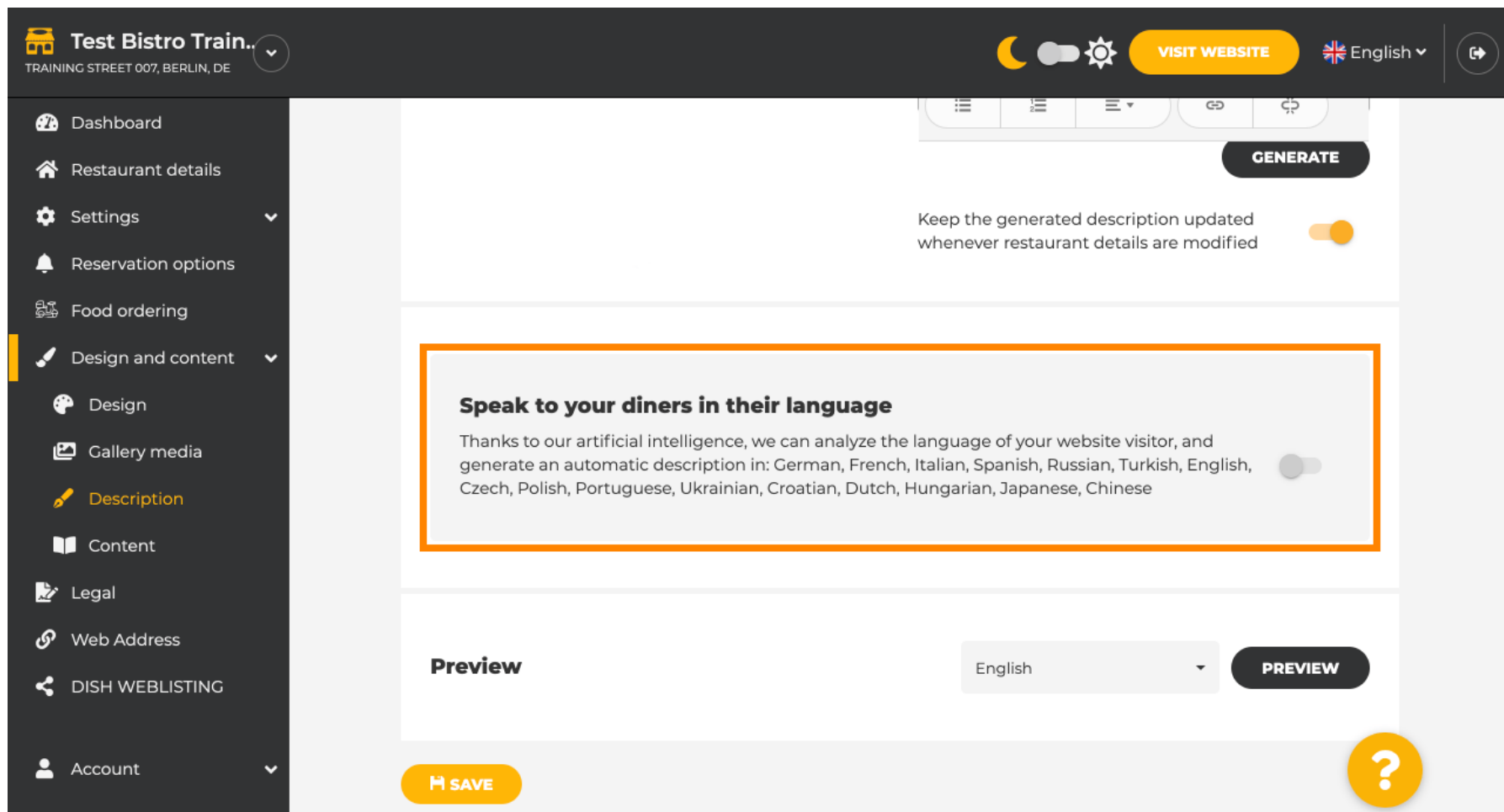
Para garantir que sua descrição esteja sempre atualizada com os detalhes do estabelecimento em mudança, clique no **botão**.



The screenshot shows the DISH website management interface for a restaurant named "Test Bistro Train..". The interface includes a sidebar with 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 a preview of the restaurant's website with a German description: "Ein hervorragendes Bistro mit vielseitiger Speisekarte". Below the preview, there is a "GENERATE" button and a toggle switch labeled "Keep the generated description updated whenever restaurant details are modified". A yellow circle with a question mark is located in the bottom right corner of the interface.

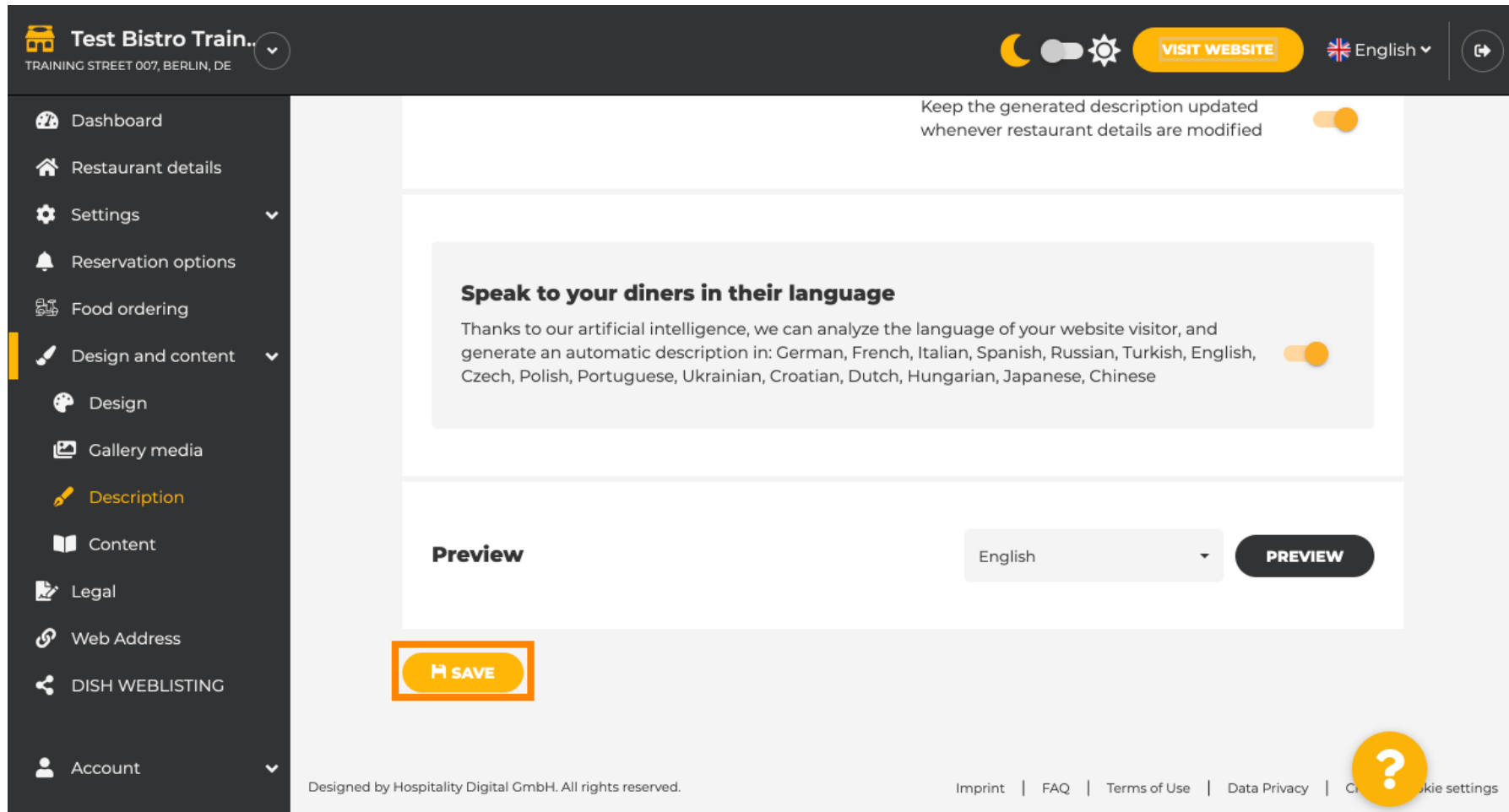


Se você deseja ativar que sua descrição seja exibida no idioma do visitante, clique no **botão** . Nota: Nossa IA analisa o idioma do visitante e o adapta imediatamente.



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 with a yellow pencil icon), Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area has a top header with a dark bar containing a moon icon, a toggle switch, a gear icon, a yellow 'VISIT WEBSITE' button, a language dropdown set to 'English', and a share icon. Below this is a 'GENERATE' button and a toggle switch labeled 'Keep the generated description updated whenever restaurant details are modified'. The central section is titled 'Speak to your diners in their language' and contains the text: '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'. To the right of this text is a toggle switch. Below this section is a 'Preview' area with a language dropdown set to 'English' and a 'PREVIEW' button. At the bottom left is a yellow 'SAVE' button, and at the bottom right is a yellow circle with a question mark.

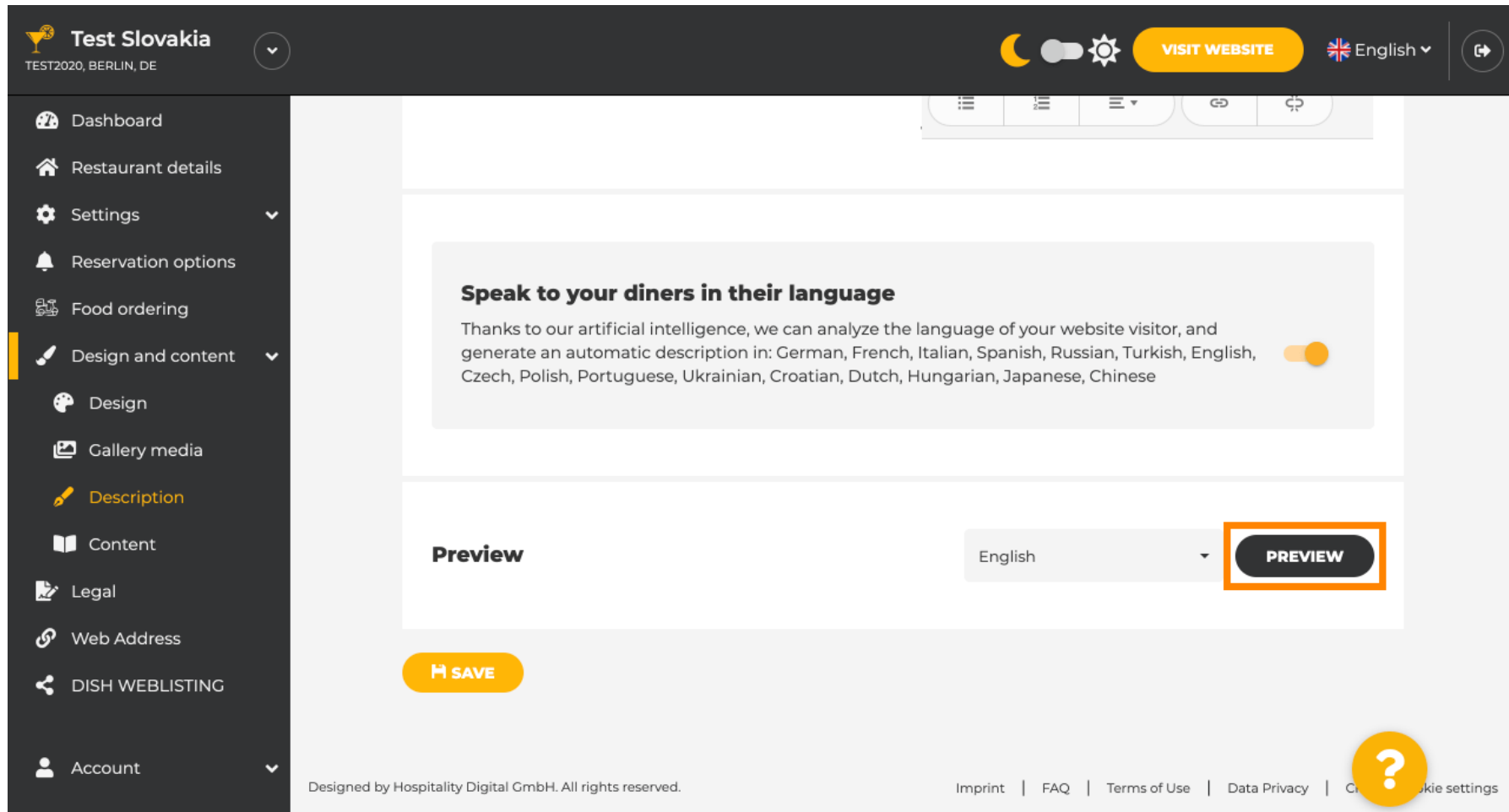
 Certifique-se de aplicar todas as alterações clicando em **salvar**.



The screenshot displays 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 with an orange bar), Design, Gallery media, Description, 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 features a 'VISIT WEBSITE' button, a language selector set to 'English', and a toggle for 'Keep the generated description updated whenever restaurant details are modified'. Below this is a section titled 'Speak to your diners in their language' with a description of the AI feature and a list of supported languages, accompanied by a toggle switch. A 'Preview' section shows a language dropdown set to 'English' and a 'PREVIEW' button. At the bottom of the main area is a large orange 'SAVE' button. 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 circular help icon with a question mark is located in the bottom right corner.



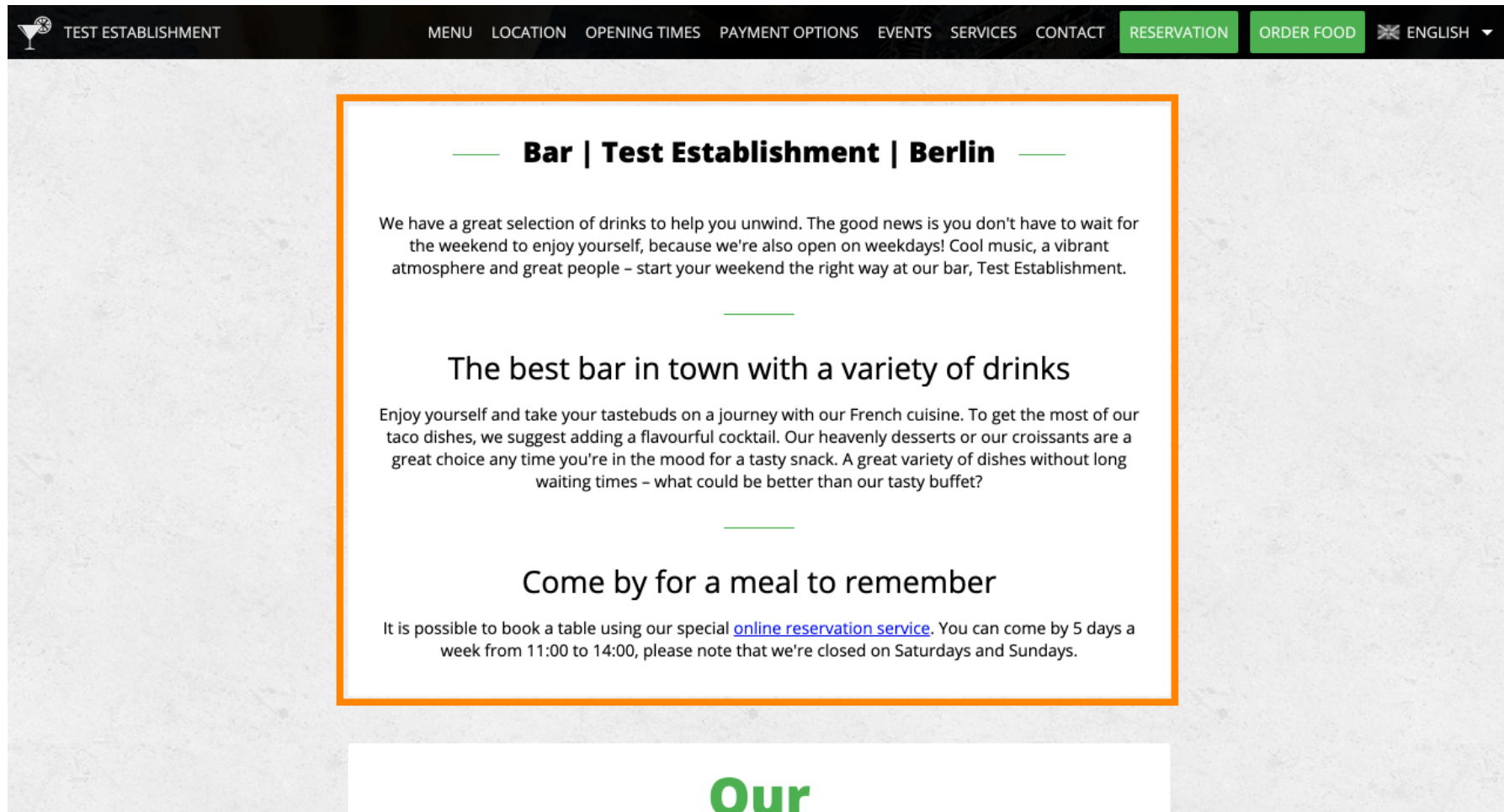
Clique na **visualização** para ver as mudanças efetivas em seu próprio site.



The screenshot shows the DISH website management interface. On the left is a dark sidebar with a menu: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted with an orange bar), Design, Gallery media, Description, Content, Legal, Web Address, DISH WEBLISTING, and Account. The main area has a top header with 'Test Slovakia', 'TEST2020, BERLIN, DE', a dropdown arrow, a moon icon, a toggle switch, a gear icon, a 'VISIT WEBSITE' button, a language selector set to 'English', and a refresh icon. Below the header, there's a section titled 'Speak to your diners in their language' with a description of the AI feature and a list of supported languages, followed by an orange toggle switch. Below this is a 'Preview' section with a language dropdown set to 'English' and a 'PREVIEW' button highlighted with an orange border. At the bottom left of the main area is a 'SAVE' button. The footer contains 'Designed by Hospitality Digital GmbH. All rights reserved.', a list of links (Imprint, FAQ, Terms of Use, Data Privacy, Cookie settings), and a yellow circular help icon with a question mark.



Esta é a sua nova **descrição gerada 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?

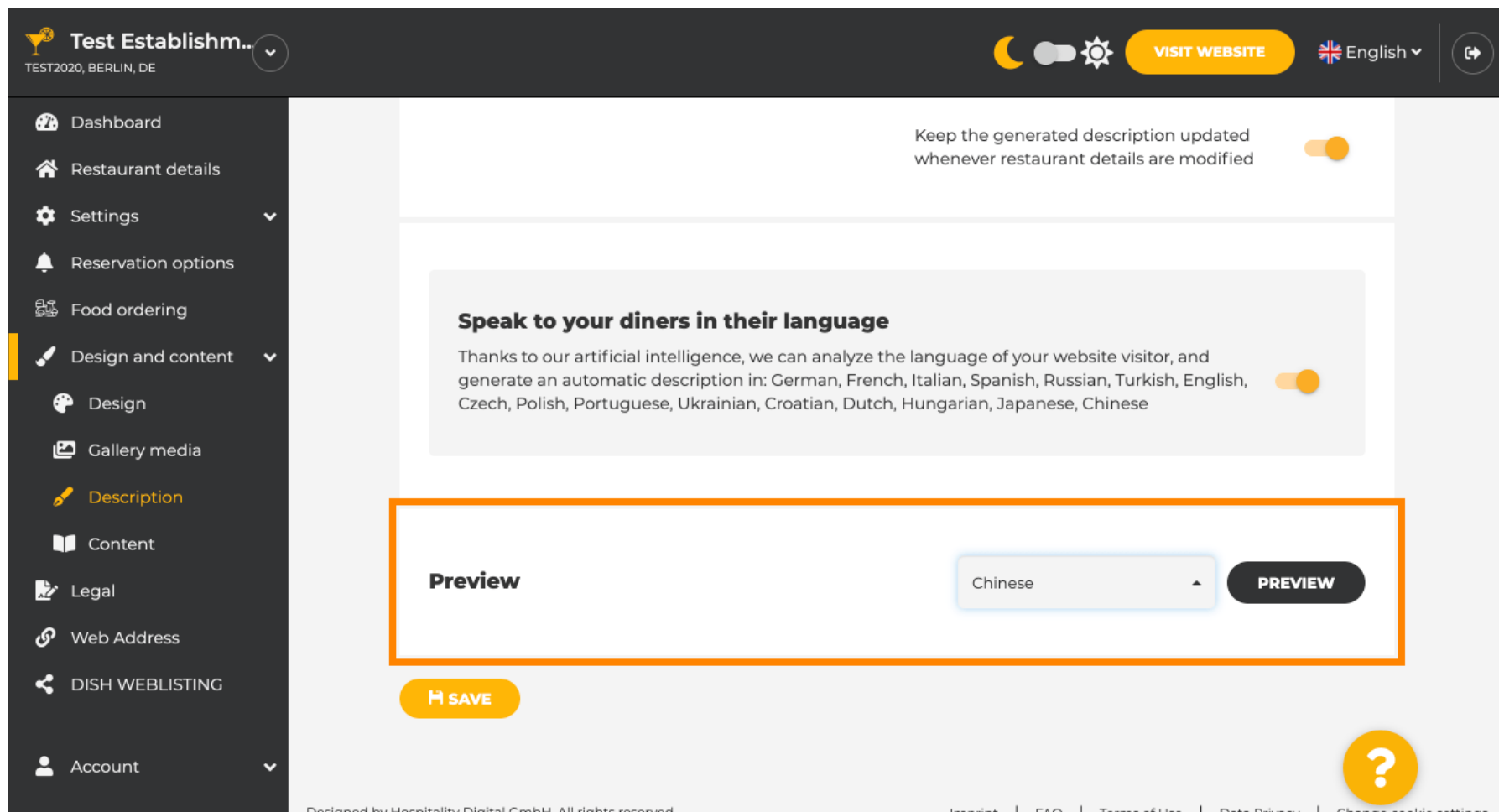
Come by for a meal to remember

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 como seu site ficaria em outro idioma, selecione **outro idioma** no menu suspenso e clique em **visualizar**.



The screenshot shows the DISH website management interface. On the left is a dark sidebar with a menu. The 'Design and content' section is expanded, showing options like Design, Gallery media, Description (highlighted in orange), Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area has a top bar with a 'VISIT WEBSITE' button and a language dropdown set to 'English'. Below this, there's a toggle for 'Keep the generated description updated whenever restaurant details are modified'. A central box titled 'Speak to your diners in their language' explains the AI feature and lists supported languages. At the bottom, a 'Preview' section is highlighted with an orange border, containing a language dropdown set to 'Chinese' and a 'PREVIEW' button. A 'SAVE' button is also visible below the preview section. A help icon (?) is in the bottom right corner.



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



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 (Business Hours), 支付方式 (Payment Methods), EVENTS, 服务 (Services), 联系方式 (Contact Information), 预订 (Reservations), and ORDER FOOD. A language selector shows '简体中文' (Simplified Chinese). The main content area, highlighted with an orange border, features the title '酒吧 | Test Establishment | Berlin' (Bar | Test Establishment | Berlin). Below the title, it says '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。' (Here, let you easily enjoy a carefree night. Test Establishment, the beautiful night has just begun.). The next section is '美味纷呈的 酒吧 提供自助餐' (Delicious and varied bar provides buffet), followed by a welcome message: '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!' (Welcome to enjoy French cuisine full of exotic flavors. Come with a dessert to accompany afternoon tea, coloring your day with beautiful colors! Super rich buffet, guaranteed to leave you with endless回味,流连忘返!). Below this is '欢迎进店品尝!' (Welcome to the store to taste!) and a note about online reservations: '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。' (Online reservations make life simpler! Every day except Saturday and Sunday, we are open from 11:00 - 14:00). The bottom section is titled '我们的 菜单' (Our Menu).



Scan to go to the interactive player