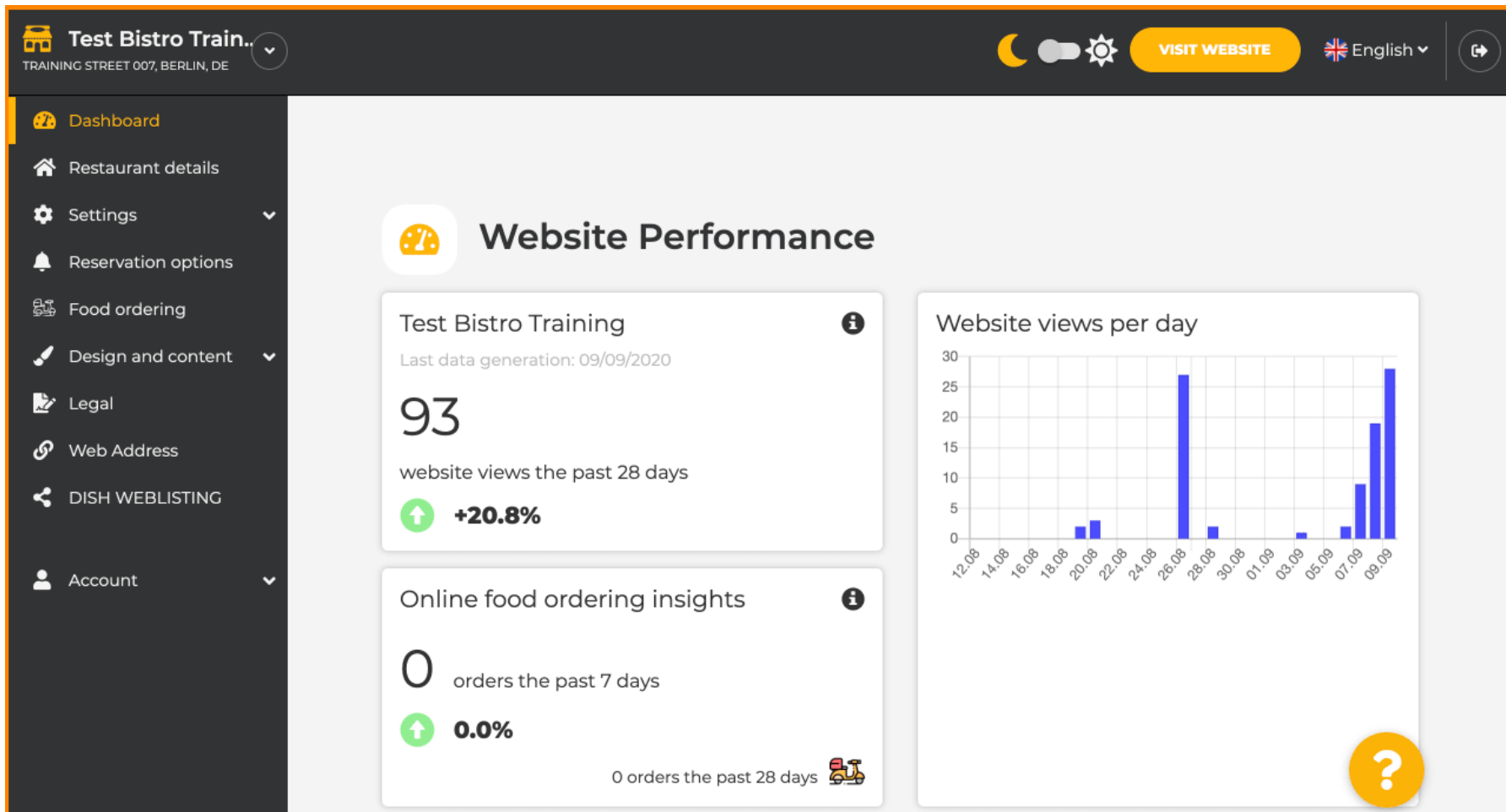
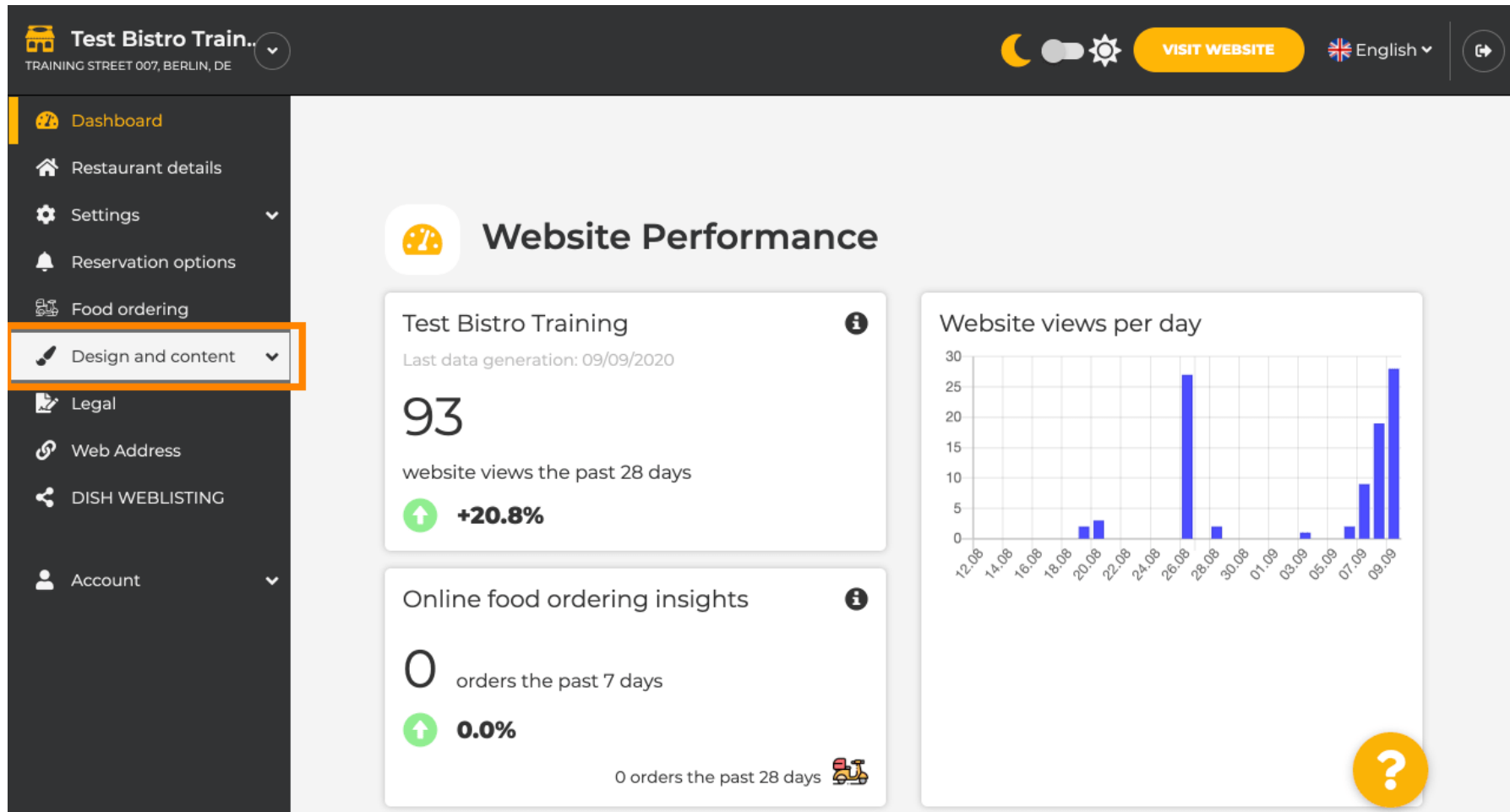


Первый шаг — войти в свою **учетную запись на сайте DISH**. Примечание: <https://website.dish.c>



❗ После того, как вы вошли в систему, нажмите **дизайн**, а также **контент**.



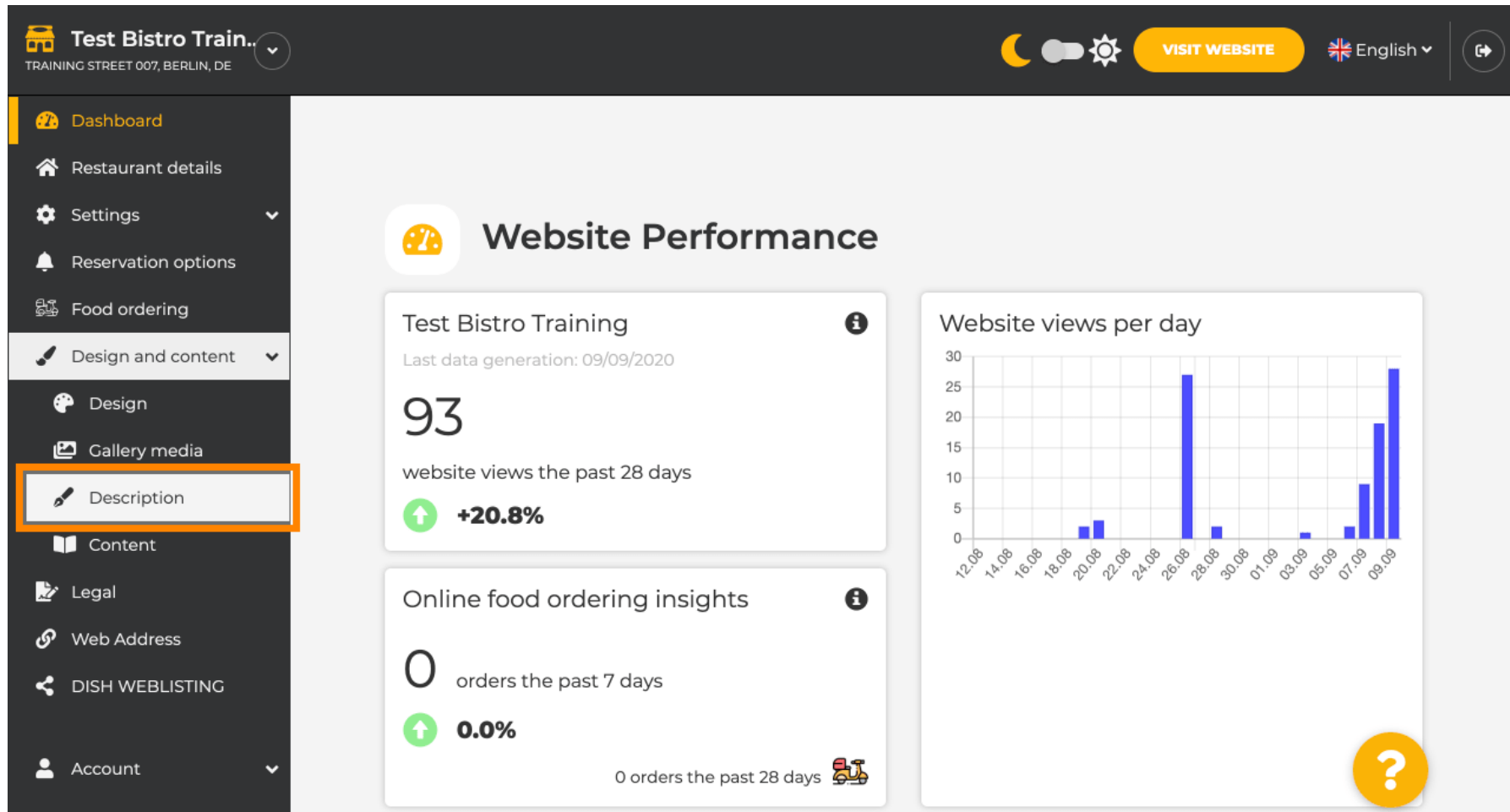
The screenshot shows the dashboard for 'Test Bistro Training' at 'TRAINING STREET 007, BERLIN, DE'. The left sidebar menu includes: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, **Design and content** (highlighted with an orange box), Legal, Web Address, DISH WEBLISTING, and Account. The main content area features three widgets:

- Website Performance**: Shows a score of 93 for 'Test Bistro Training' with a +20.8% increase. Last data generation: 09/09/2020.
- Online food ordering insights**: Shows 0 orders the past 7 days and 0 orders the past 28 days, with a 0.0% change.
- 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. 28 views).

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	28
28.08	2
30.08	0
01.09	0
03.09	1
05.09	2
07.09	9
09.09	28



А затем нажмите на **описание** .



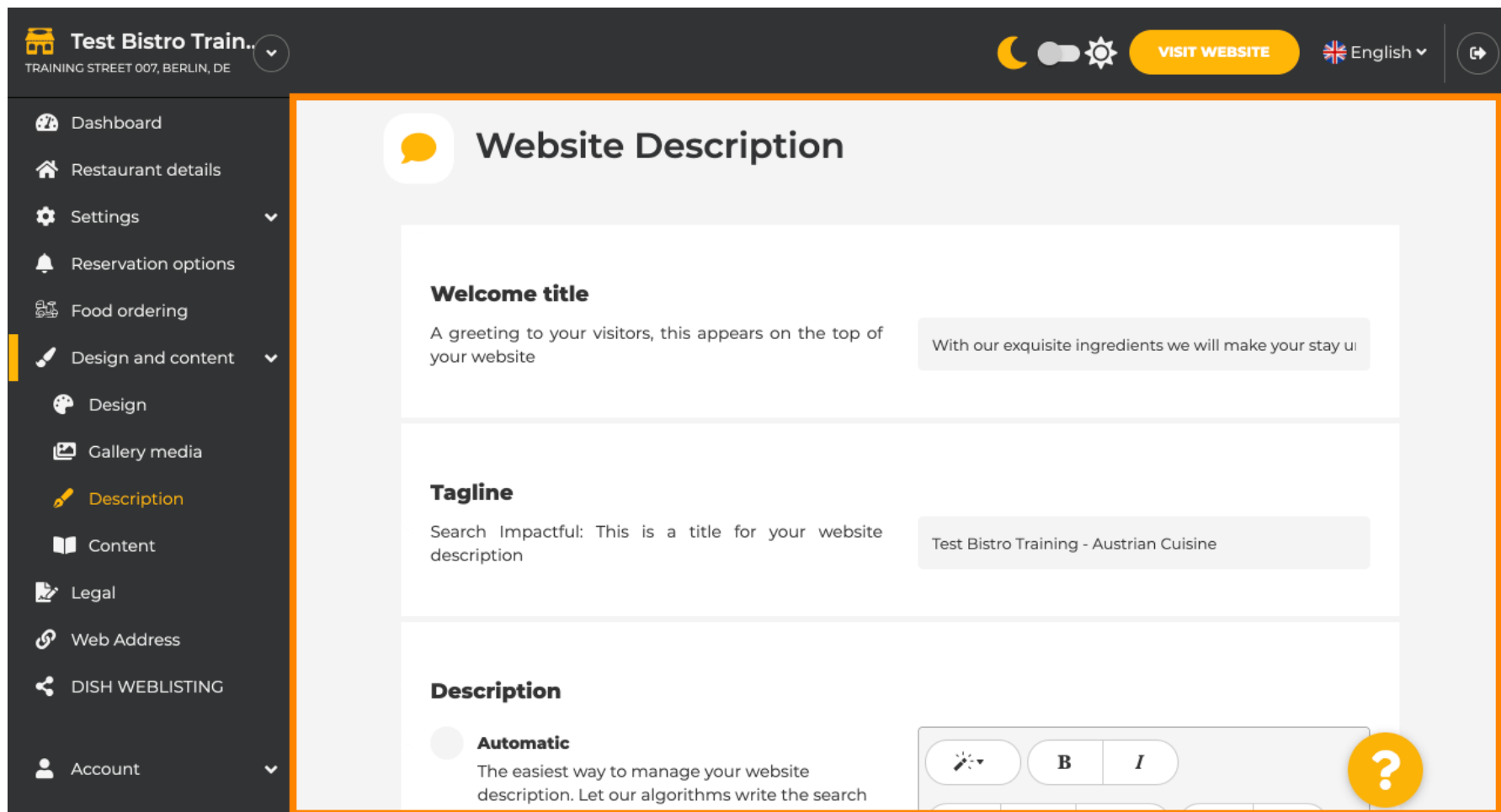
The screenshot shows the dashboard for 'Test Bistro Train..' with the following components:

- Header:** Restaurant name, address (TRAINING STREET 007, BERLIN, DE), navigation icons (moon, toggle, gear), 'VISIT WEBSITE' button, language selector (English), and a share icon.
- Left Sidebar:** A list of menu items including Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted with an orange box), Design, Gallery media, Description (highlighted with an orange box), Content, Legal, Web Address, DISH WEBLISTING, and Account.
- Main Content Area:**
 - Website Performance:** A card for 'Test Bistro Training' showing a score of 93 for website views the past 28 days, with a +20.8% increase. Last data generation: 09/09/2020.
 - Online food ordering insights:** A card showing 0 orders the past 7 days and 0 orders the past 28 days, with a 0.0% change.
 - Website views per day:** A bar chart showing daily website views from 12.08 to 09.09. The chart shows a significant spike on 26.08 and another on 09.09.

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



Теперь вы находитесь в разделе **описания веб**-сайта , где вы можете настроить параметры, а также редактировать описания.



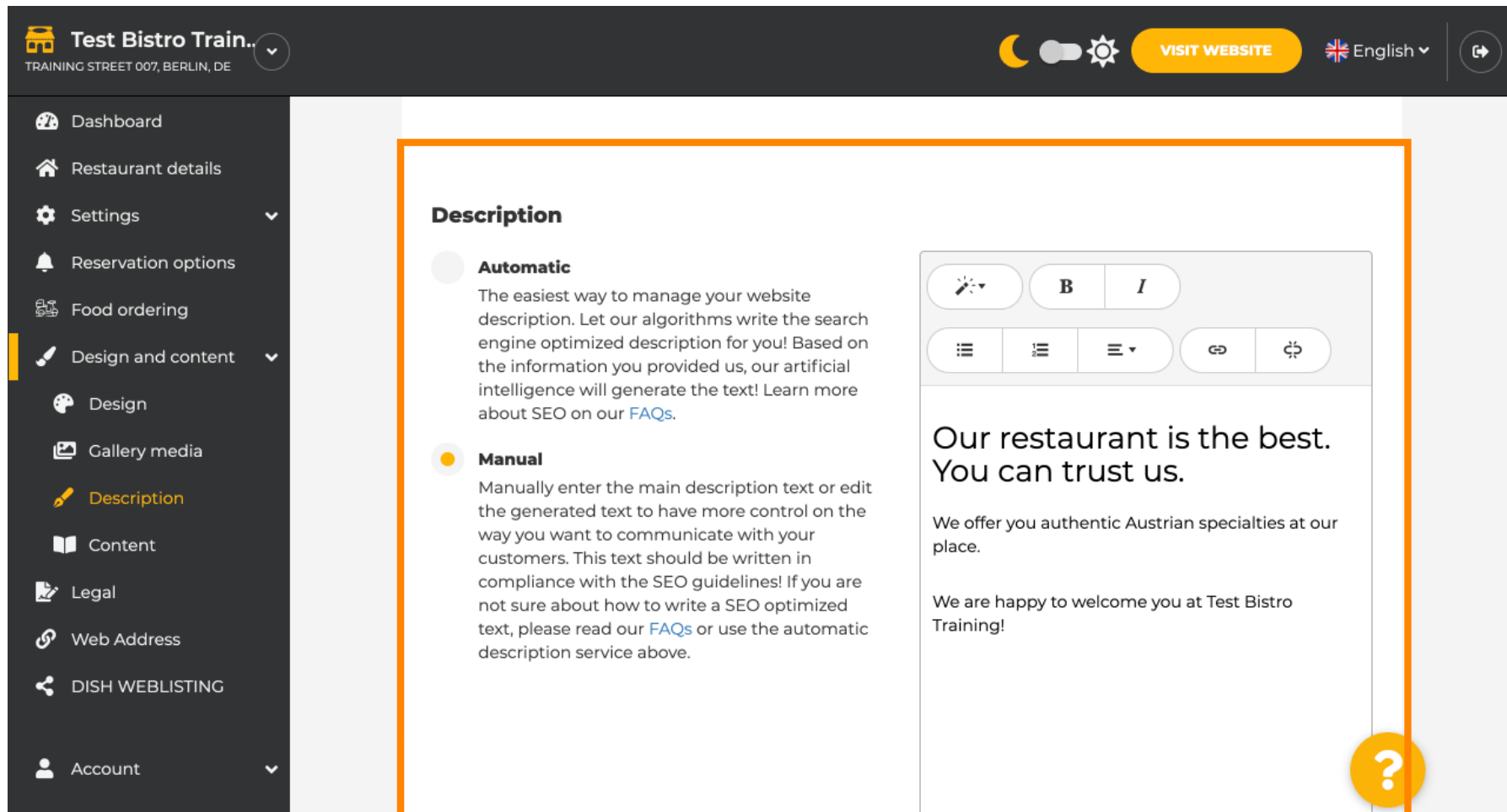
The screenshot shows the 'Website Description' editor in the DISH management system. The interface includes a dark sidebar with navigation options: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted), Design, Gallery media, Description (highlighted), Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area is titled 'Website Description' and features three sections for editing:

- Welcome title:** A greeting to your visitors, this appears on the top of your website. The text input field contains: "With our exquisite ingredients we will make your stay ui".
- Tagline:** Search Impactful: This is a title for your website description. The text input field contains: "Test Bistro Training - Austrian Cuisine".
- Description:** The easiest way to manage your website description. Let our algorithms write the search. This section includes a radio button for 'Automatic' and a rich text editor with bold (B) and italic (I) buttons, and a help icon (question mark).

The top navigation bar shows the restaurant name 'Test Bistro Train..' with the address 'TRAINING STREET 007, BERLIN, DE', a 'VISIT WEBSITE' button, and a language dropdown set to 'English'.



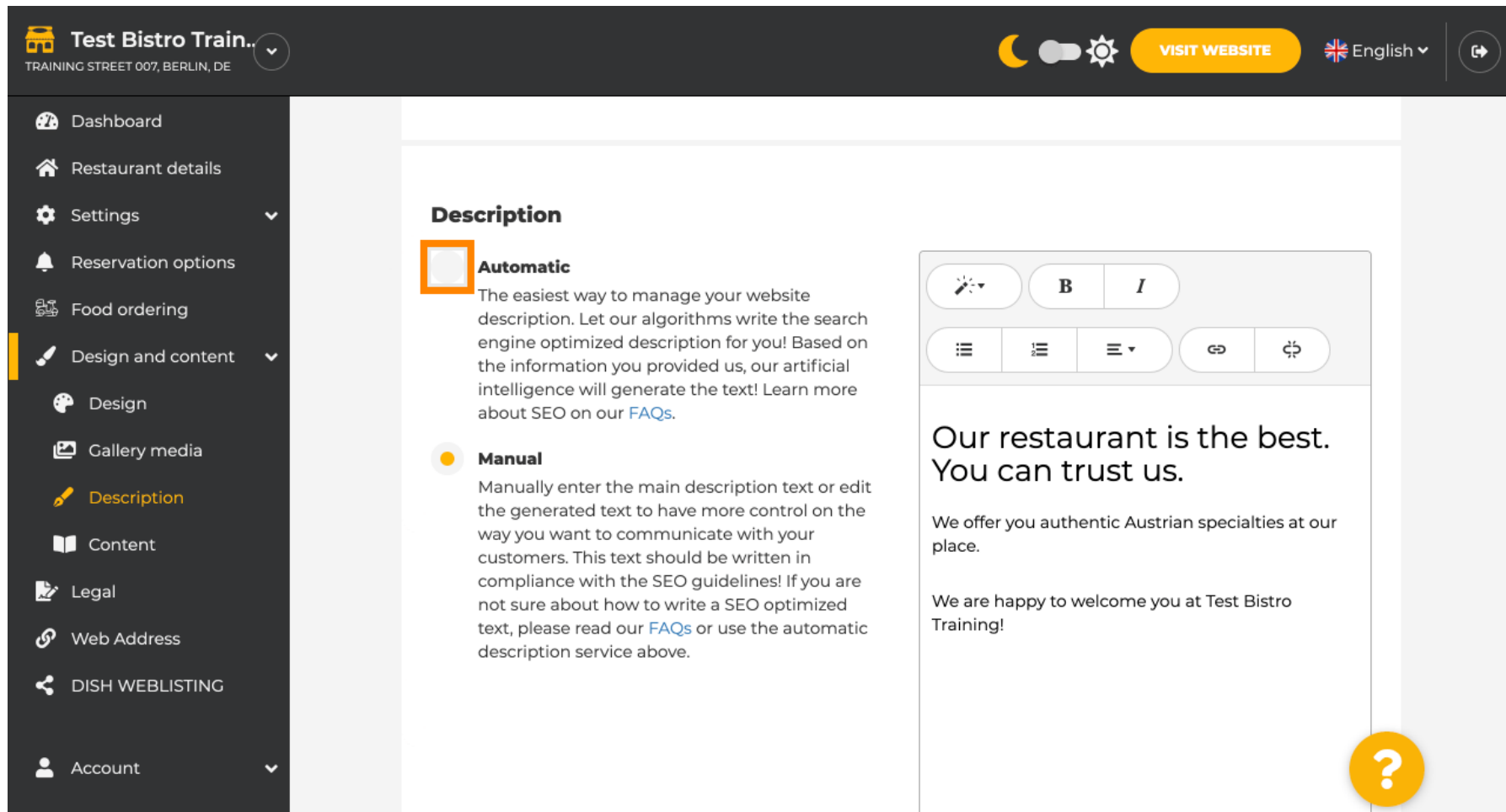
Прокрутите вниз до **раздела описания**. Здесь можно отредактировать основное описание вашего заведения.



The screenshot shows a dashboard for 'Test Bistro Train..' with a sidebar menu. The 'Description' section is highlighted in orange. It contains two options: 'Automatic' (selected) and 'Manual'. The 'Automatic' option includes a text block and a rich text editor with the text 'Our restaurant is the best. You can trust us.' and 'We offer you authentic Austrian specialties at our place. We are happy to welcome you at Test Bistro Training!'.



Чтобы активировать функцию описания AI, нажмите на **автоматический**. Примечание. Автоматическое описание — это функция, включенная только в DISH Professional.



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.

**Our restaurant is the best.
You can trust us.**

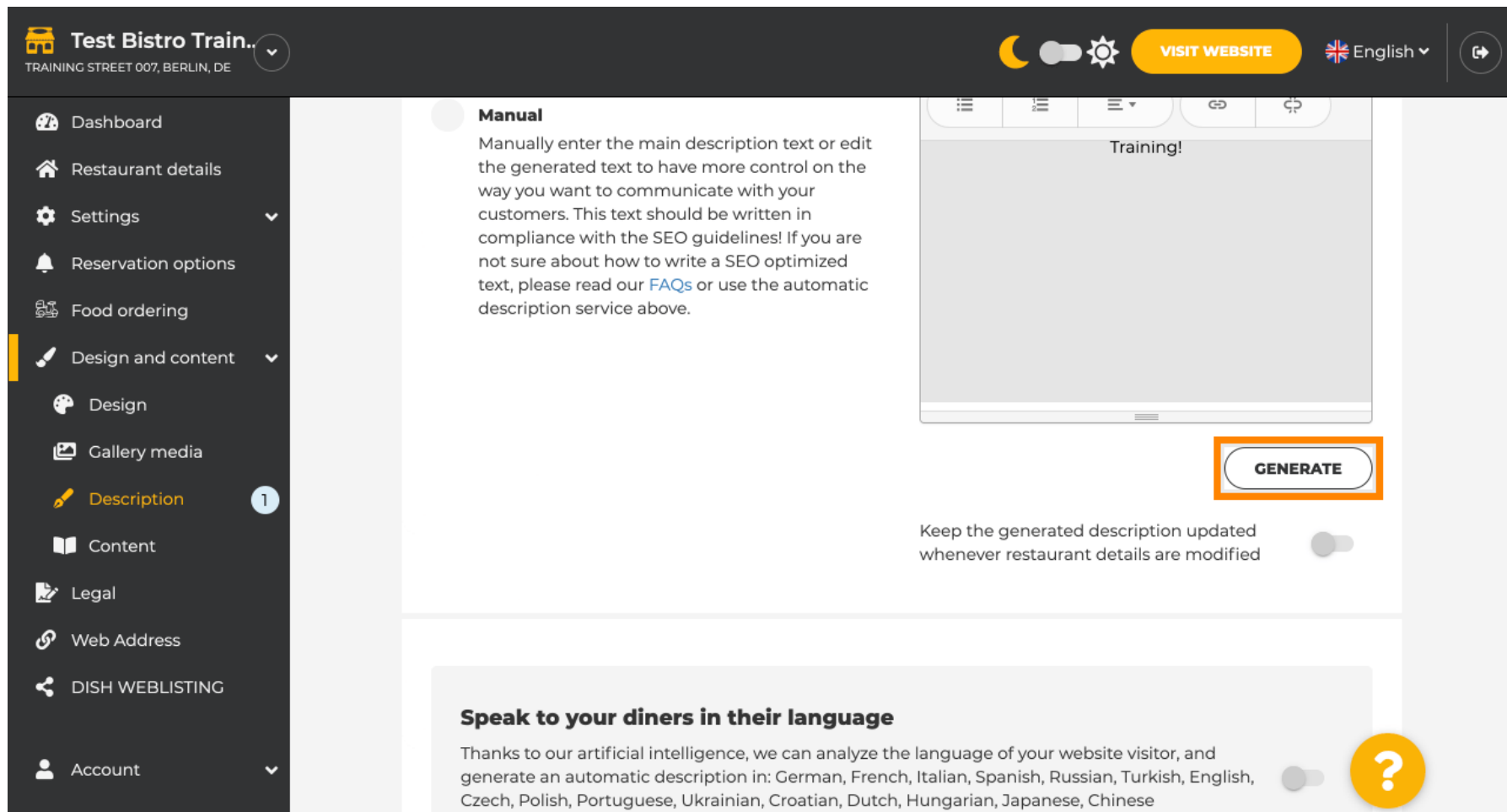
We offer you authentic Austrian specialties at our place.

We are happy to welcome you at Test Bistro Training!

?



Чтобы новые настройки вступили в силу, нажмите «Создать» . Это создаст ваш индивидуальный текст описания, оптимизированный для Google, на основе сведений о вашем заведении.



The screenshot shows the DISH web management interface for a restaurant named "Test Bistro Train..". 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 "1" in a blue circle. The main content area is titled "Manual" and provides instructions on how to manually enter or edit the main description text. A "GENERATE" button is highlighted with an orange border. Below the instructions, there is a toggle switch for "Keep the generated description updated whenever restaurant details are modified". At the bottom, there is a section titled "Speak to your diners in their language" with a toggle switch and a question mark icon.

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

Dashboard
Restaurant details
Settings
Reservation options
Food ordering
Design and content
Design
Gallery media
Description 1
Content
Legal
Web Address
DISH WEBLISTING
Account

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.

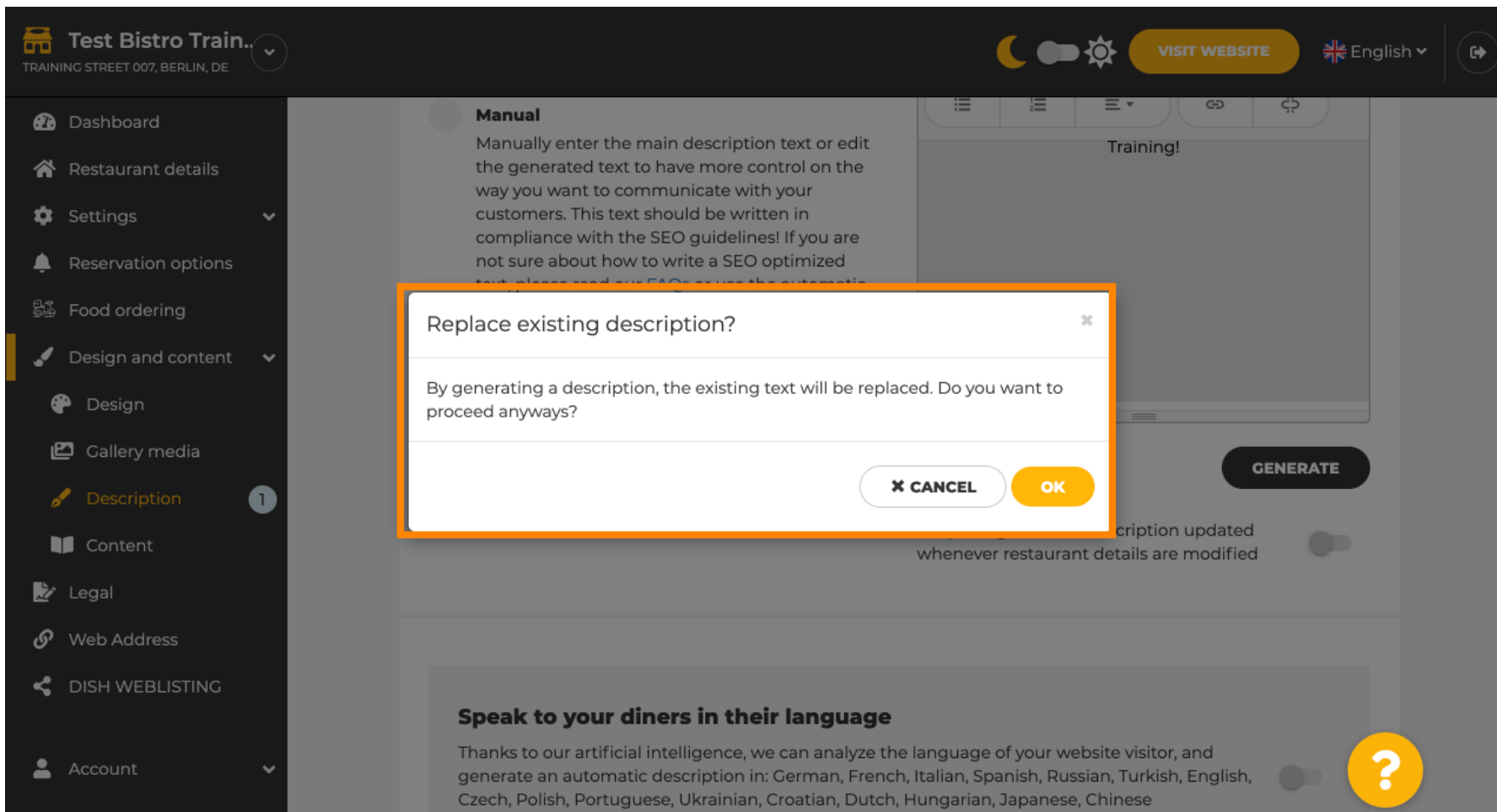
Training!

GENERATE

Keep the generated description updated whenever restaurant details are modified

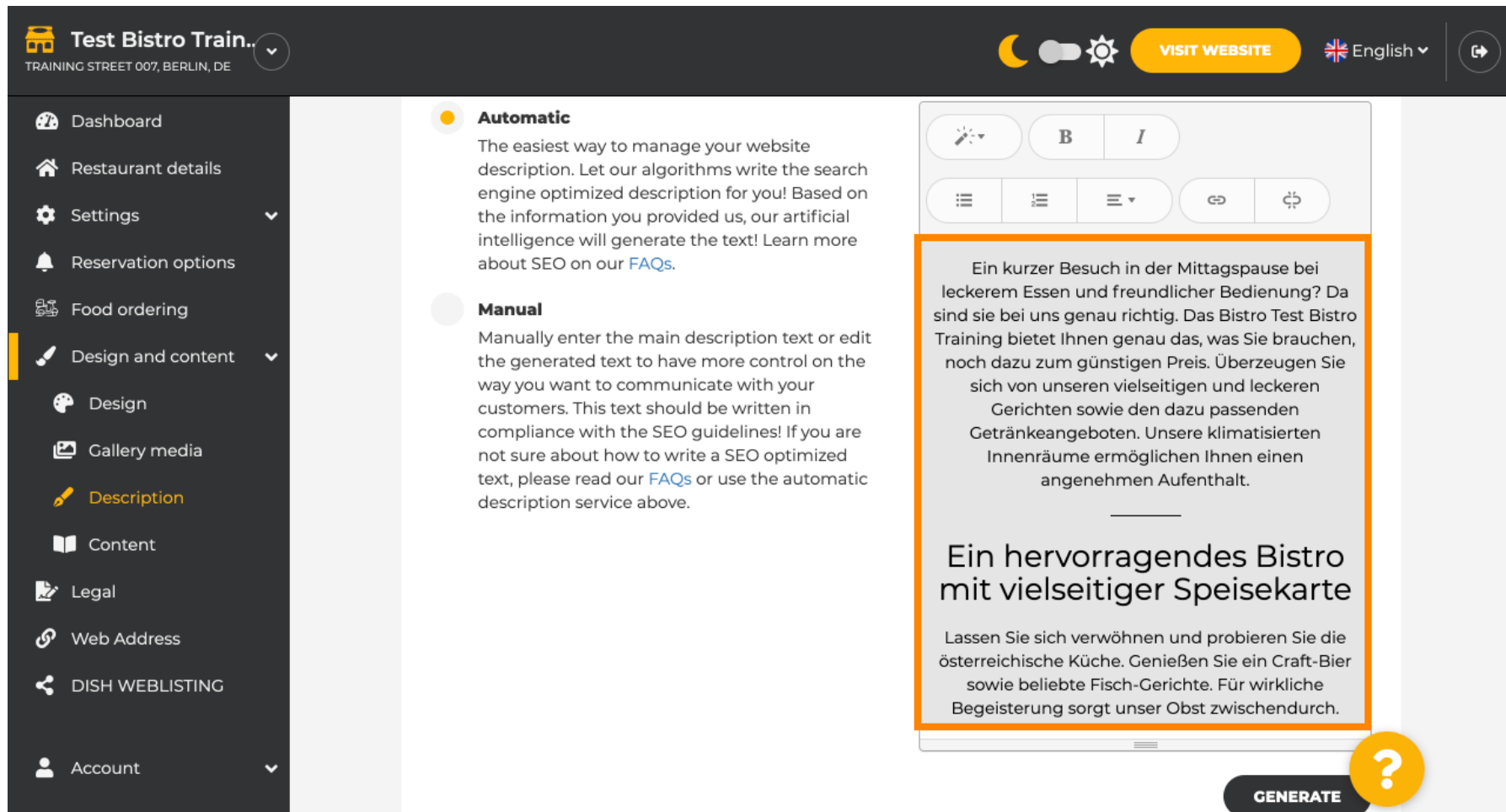
Speak to your diners in their language
Thanks to our artificial intelligence, we can analyze the language of your website visitor, and generate an automatic description in: German, French, Italian, Spanish, Russian, Turkish, English, Czech, Polish, Portuguese, Ukrainian, Croatian, Dutch, Hungarian, Japanese, Chinese

 Ваше существующее описание будет заменено. Нажмите «OK», чтобы продолжить.





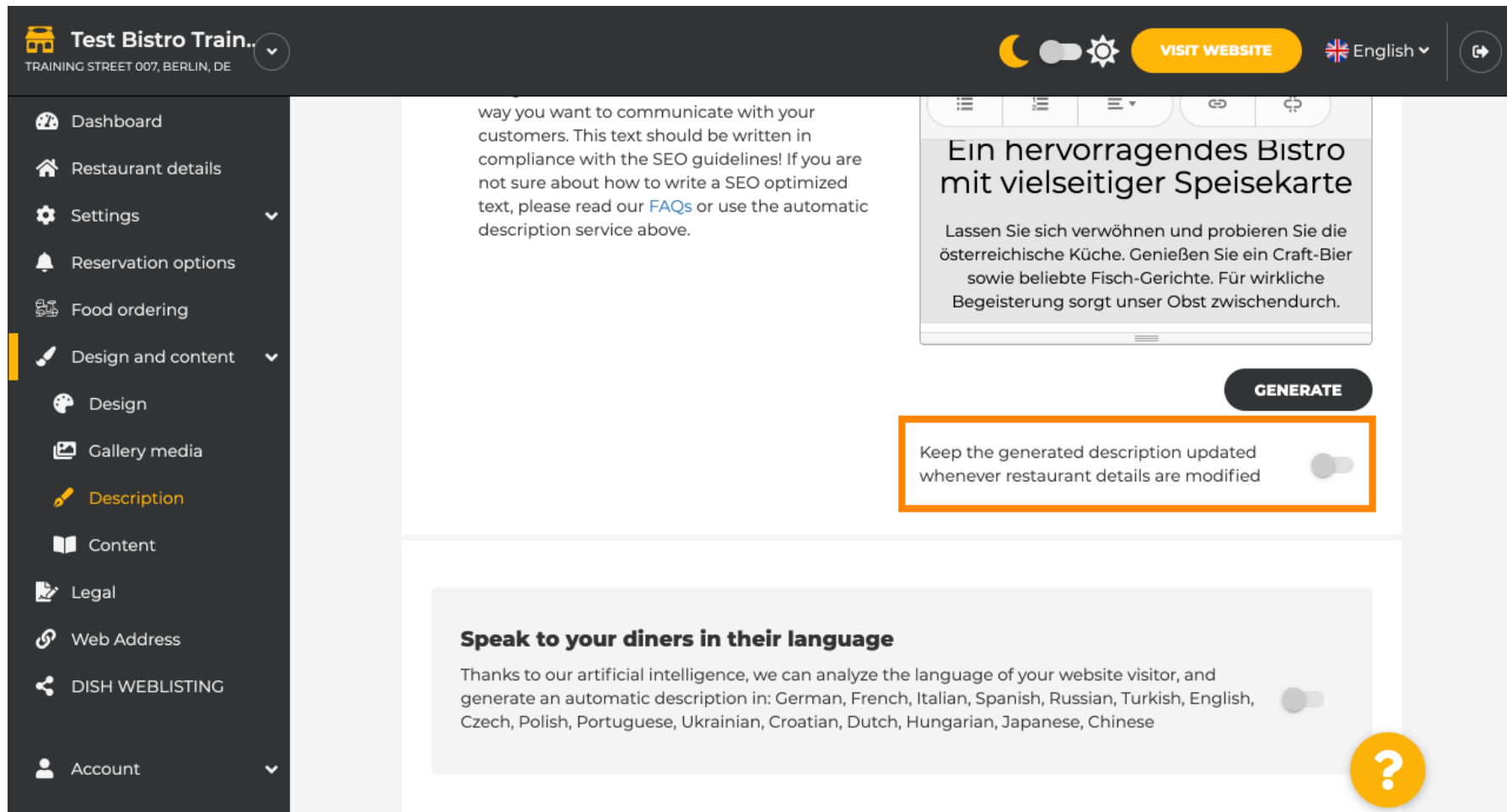
Новое **сгенерированное описание** отображается на языке, установленном в вашей учетной записи DISH.



The screenshot shows the DISH website management interface. On the left is a dark 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 is titled 'Test Bistro Train..' and includes a 'VISIT WEBSITE' button and a language selector set to 'English'. Two options are presented: 'Automatic' and 'Manual'. The 'Automatic' option is selected, showing a generated German description for 'Test Bistro Training' in a preview window. The description is: '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 this is a sub-heading 'Ein hervorragendes Bistro mit vielseitiger Speisekarte' and another 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.' A 'GENERATE' button with a question mark icon is visible at the bottom right of the preview area.



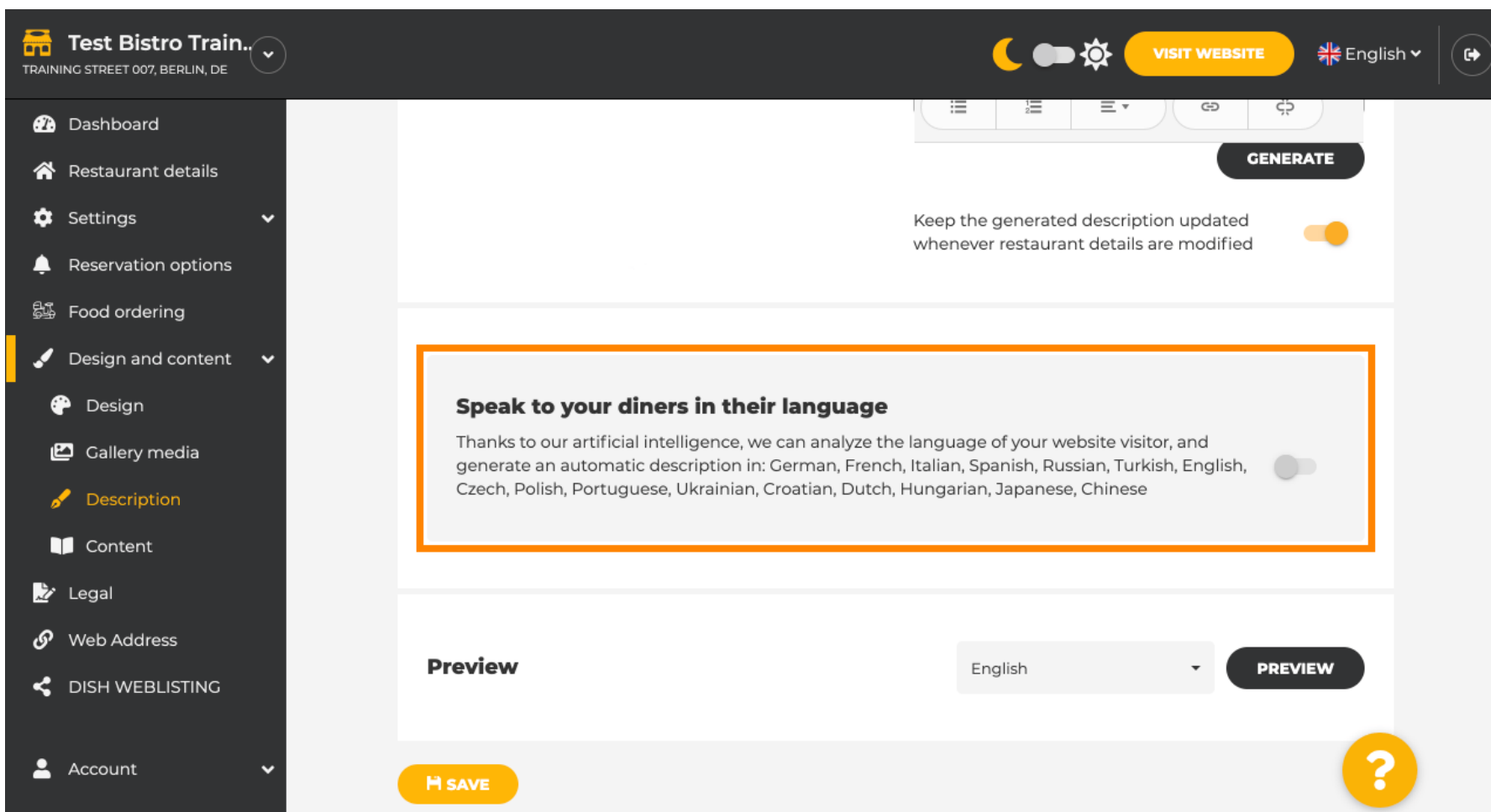
Чтобы убедиться, что ваше описание всегда обновляется в соответствии с меняющимися сведениями об учреждении, нажмите на **переключатель**.



The screenshot shows the DISH dashboard for a restaurant named "Test Bistro Train..". 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 a preview of a website description in German: "Ein hervorragendes Bistro mit vielseitiger Speisekarte". Below the preview is a "GENERATE" button. A toggle switch is visible, labeled "Keep the generated description updated whenever restaurant details are modified". Another toggle switch is visible below, labeled "Speak to your diners in their language". A yellow question mark icon is located in the bottom right corner of the dashboard area.

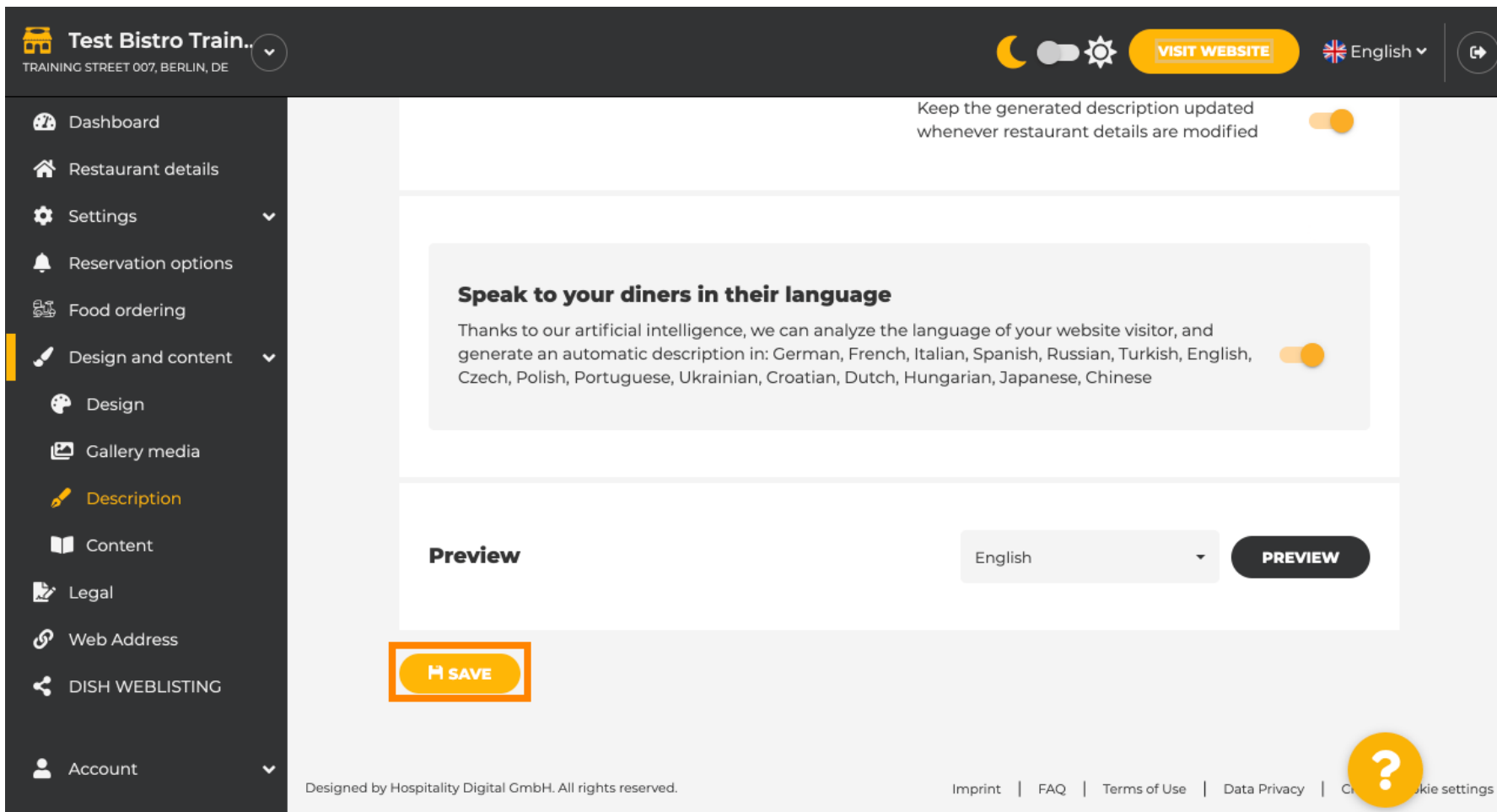


Если вы хотите, чтобы ваше описание отображалось на языке посетителя, нажмите на **переключатель**. Примечание: наш ИИ анализирует язык посетителя и сразу адаптирует его.



The screenshot shows the management interface for a restaurant website. On the left is a dark sidebar with navigation 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 is titled 'Test Bistro Train..' and includes a 'VISIT WEBSITE' button and a language selector set to 'English'. A 'GENERATE' button is visible. Below it, a toggle switch is turned on for the statement: 'Keep the generated description updated whenever restaurant details are modified'. A central box highlights the feature: 'Speak to your diners in their language'. The text explains that AI can analyze visitor language and generate descriptions in German, French, Italian, Spanish, Russian, Turkish, English, Czech, Polish, Portuguese, Ukrainian, Croatian, Dutch, Hungarian, Japanese, and Chinese. A toggle switch for this feature is also shown. At the bottom, there is a 'Preview' section with a language dropdown set to 'English' and a 'PREVIEW' button. A 'SAVE' button is at the bottom left, and a help icon (?) is at the bottom right.

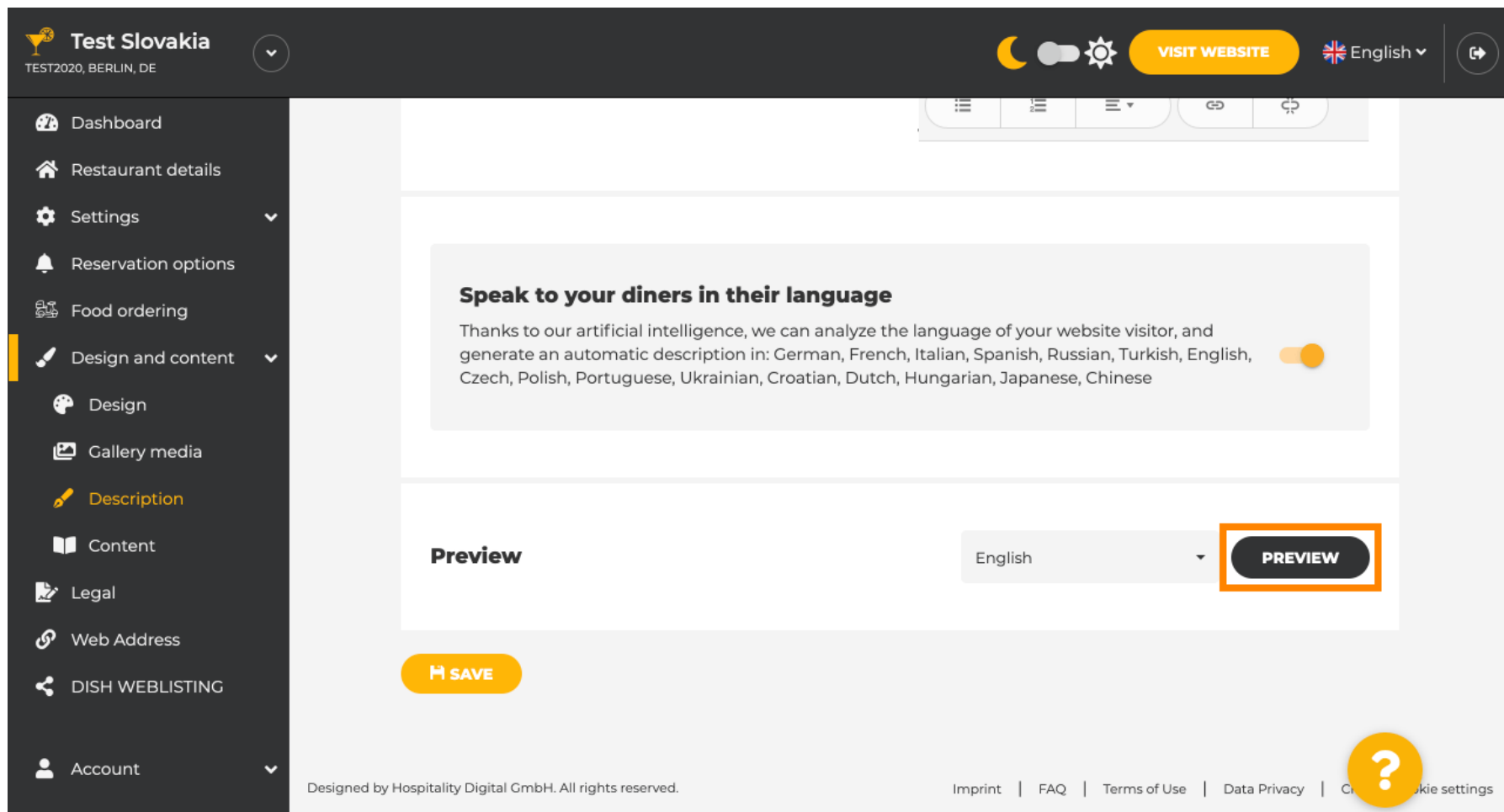
 Обязательно примените все изменения, нажав « **Сохранить** » .



The screenshot shows the DISH web editor interface for a restaurant named "Test Bistro Train...". The interface includes a dark sidebar with navigation 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 features a toggle for "Keep the generated description updated whenever restaurant details are modified" (turned on) and a section titled "Speak to your diners in their language" with a list of supported languages and a toggle (turned on). Below this is a "Preview" section with a language dropdown set to "English" and a "PREVIEW" button. A prominent orange "SAVE" button is highlighted with a red box. The footer contains the text "Designed by Hospitality Digital GmbH. All rights reserved." and a navigation menu with links for Imprint, FAQ, Terms of Use, Data Privacy, and Cookie settings. A question mark icon is visible in the bottom right corner.



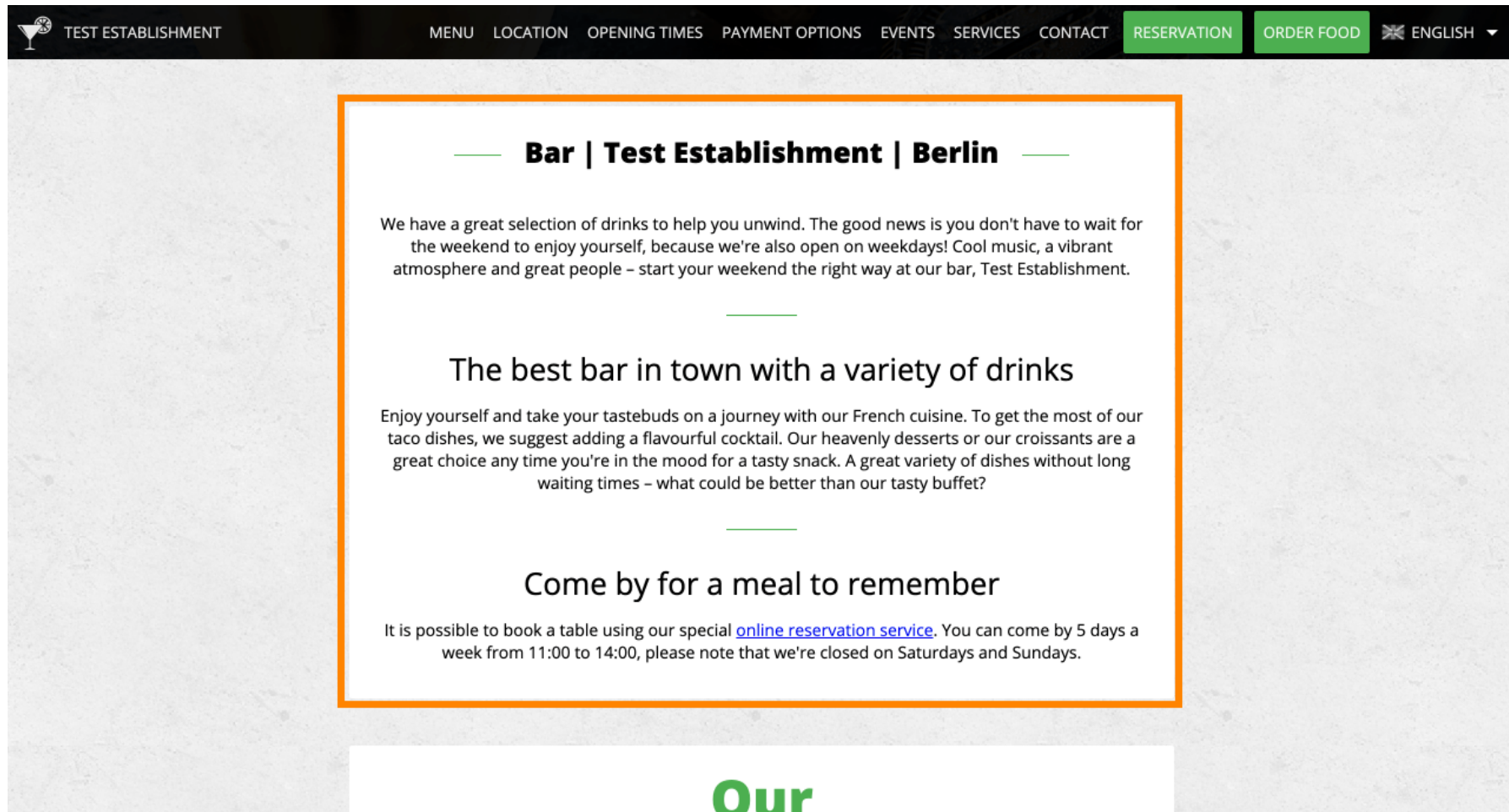
Нажмите на **предварительный просмотр**, чтобы увидеть эффективные изменения на вашем собственном веб-сайте.



The screenshot shows the DISH website editor interface for 'Test Slovakia'. The top navigation bar includes the logo, a dropdown menu, a 'VISIT WEBSITE' button, and a language selector set to 'English'. 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 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. A 'SAVE' button is located at the bottom left of the main area. The footer contains the text 'Designed by Hospitality Digital GmbH. All rights reserved.' and a list of links: Imprint, FAQ, Terms of Use, Data Privacy, and Cookie settings. A question mark icon is visible in the bottom right corner of the footer area.



Это ваше новое **описание, созданное ИСКУССТВЕННЫМ ИНТЕЛЛЕКТОМ**.



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?

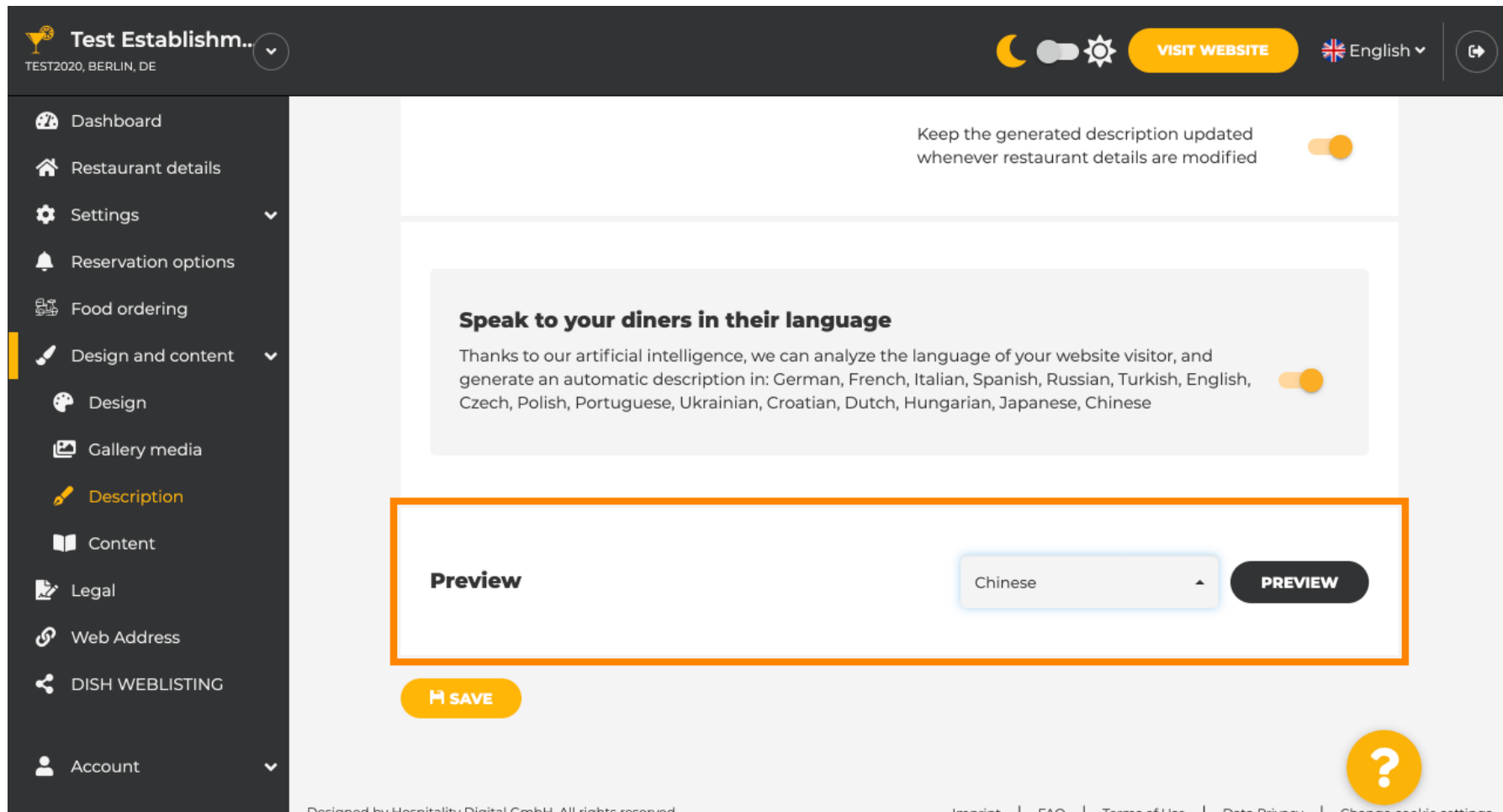
Come by for a meal to remember

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



Чтобы увидеть, как ваш веб-сайт будет выглядеть на другом языке, выберите **другой язык** в раскрывающемся меню, а также нажмите на **предварительный просмотр**.



The screenshot shows the DISH web editor interface. On the left is a dark sidebar menu with the following items: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted with a yellow bar), 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 is a toggle for 'Keep the generated description updated whenever restaurant details are modified'. A central card titled 'Speak to your diners in their language' explains the AI feature and lists supported languages. At the bottom of this card is a 'Preview' section with a dropdown menu currently set to 'Chinese' and a 'PREVIEW' button. Below the preview section is a 'SAVE' button. A help icon (question mark) is visible in the bottom right corner.



В этом случае мы выбираем отображение веб-сайта на китайском языке. Вот и все. Вы сделали.



The screenshot shows the website for 'TEST ESTABLISHMENT' in Chinese. The top navigation bar includes links for '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。

Below this box, the text '我们的菜单' (Our Menu) is displayed in large green characters.



Scan to go to the interactive player