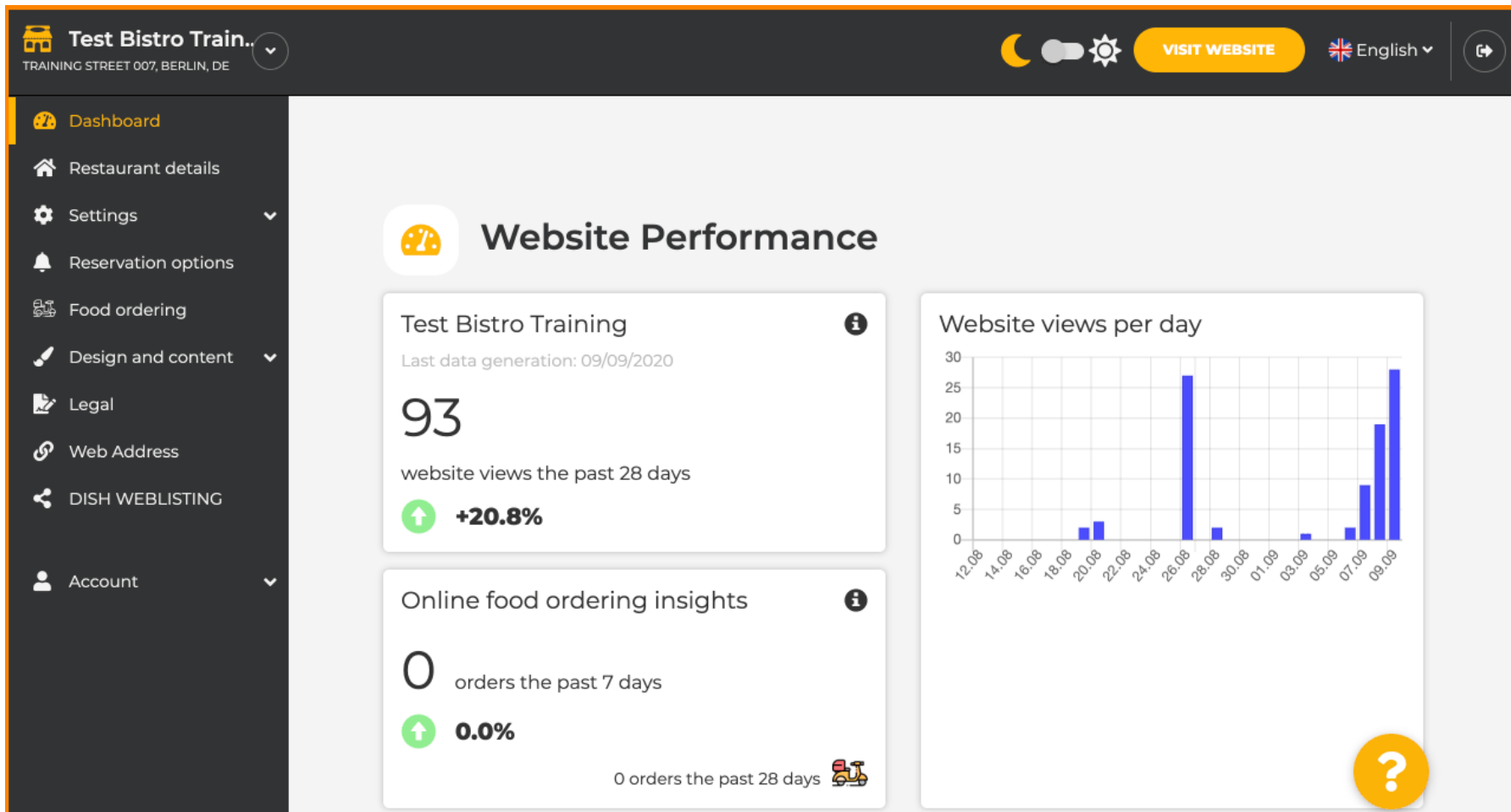




The first step is to log in to your **DISH Website account**. Note: <https://website.dish.co>



Once you are logged in, click on **Design and content**.

The screenshot shows the 'Test Bistro Training' dashboard. 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 includes three widgets. The first widget, 'Test Bistro Training', shows a score of 93 for website views over the past 28 days, with a +20.8% increase. The second widget, 'Online food ordering insights', shows 0 orders over the past 7 days and 0 orders over the past 28 days. The third widget is a bar chart titled 'Website views per day' showing daily views from August 12th to September 9th, 2020. A yellow circle with a question mark is located in the bottom right corner of the dashboard.

Test Bistro Training
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	2
07.09	9
09.09	19
09.09	28



And then click on **Description**.

The screenshot shows the 'Test Bistro Training' dashboard. 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 is titled 'Website Performance' and includes two summary cards and a bar chart.

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

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30.08	0
01.09	0
03.09	1
05.09	0
07.09	2
08.09	9
09.09	19
10.09	28



You are now at the **Website Description** section, where you can adjust settings and edit descriptions.

The screenshot shows the 'Website Description' section of the 'Test Bistro Training' app. The interface has a dark grey header with the app name, location, and navigation icons. A left sidebar lists various settings, with 'Description' highlighted in orange. The main content area is titled 'Website Description' and contains three sections: 'Welcome title', 'Tagline', and 'Description'. Each section has a text input field with a grey placeholder. The 'Description' section also features a radio button for 'Automatic' and a text area for a search description. At the bottom right, there are buttons for bold (B), italic (I), and a help icon (question mark in a circle).

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

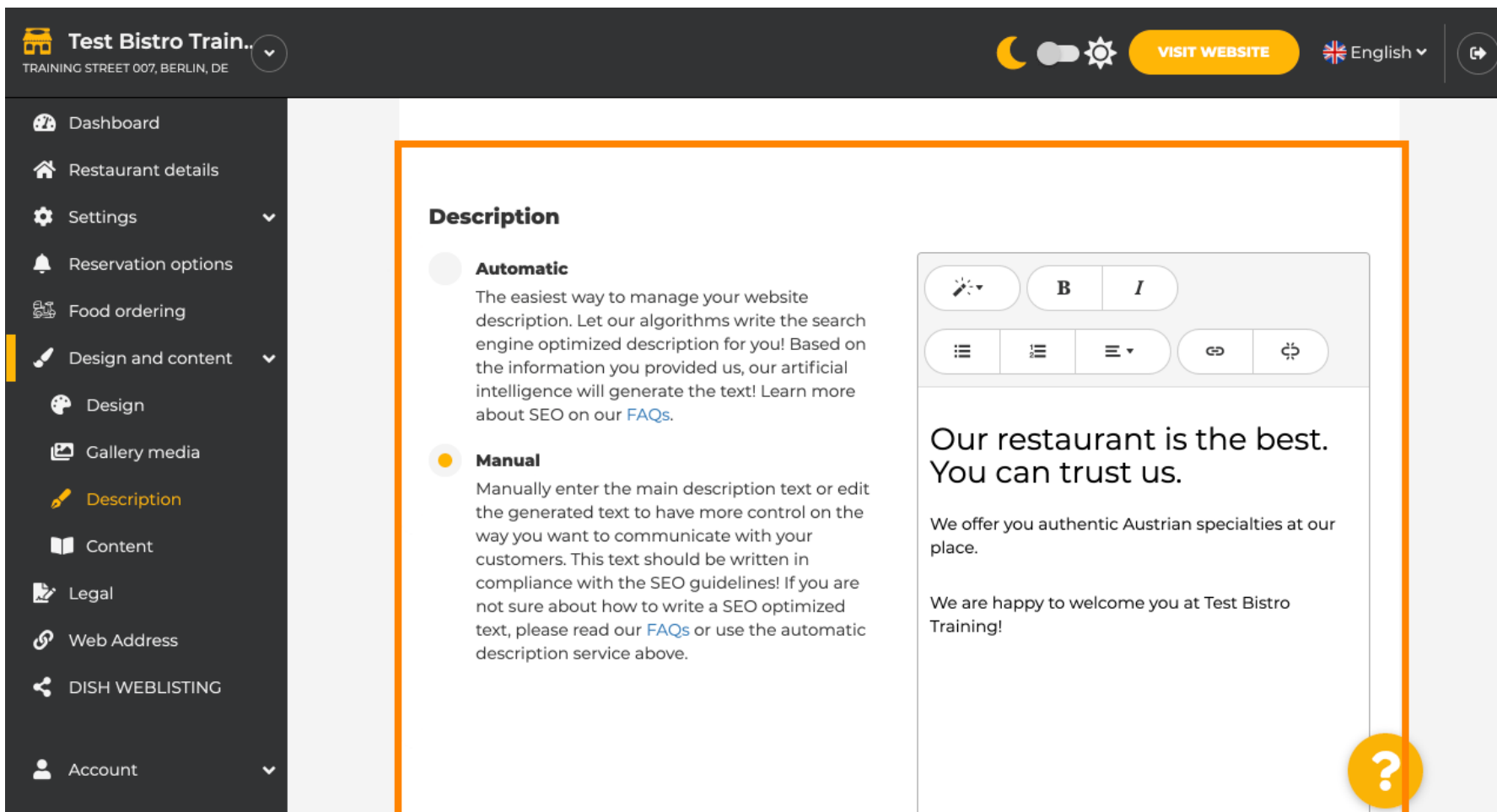
Tagline
Search Impactful: This is a title for your website description
Test Bistro Training - Austrian Cuisine

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

B **I** ?



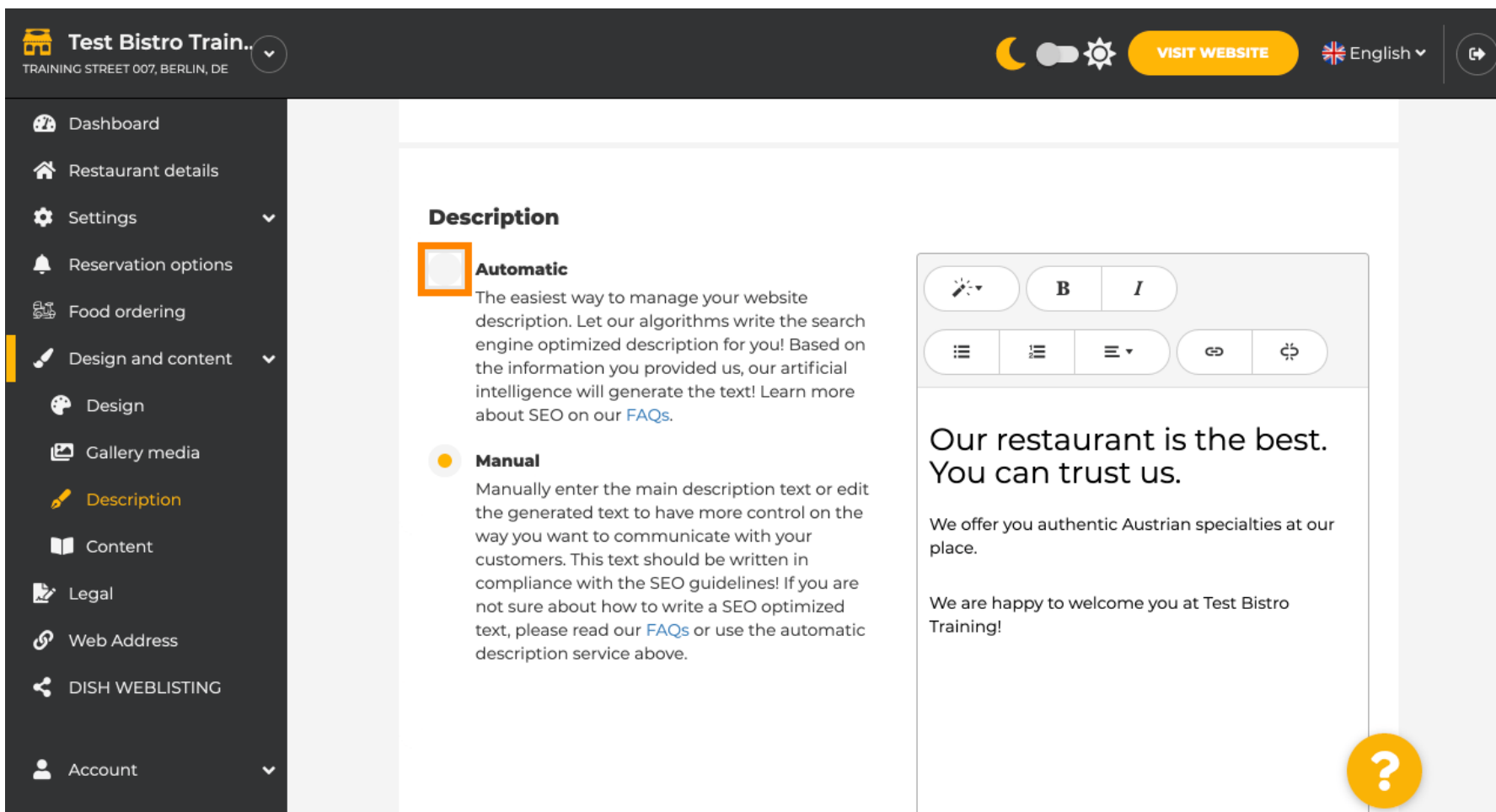
Scroll down to the description section. At **Description**, the main description of your establishment can be edited.



The screenshot shows the DISH website management interface. The top navigation bar includes the logo for 'Test Bistro Train..' with the address 'TRAINING STREET 007, BERLIN, DE', a dark mode toggle, a 'VISIT WEBSITE' button, and a language selector set to 'English'. A left sidebar contains a menu with items: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted with an orange bar), Design, Gallery media, **Description** (highlighted with an orange bar), 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 description generated by AI: '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 rich text editor toolbar is visible above the text, containing icons for bold, italic, bulleted list, numbered list, link, and unlink. A yellow circular help icon with a question mark is located in the bottom right corner of the description editor area.



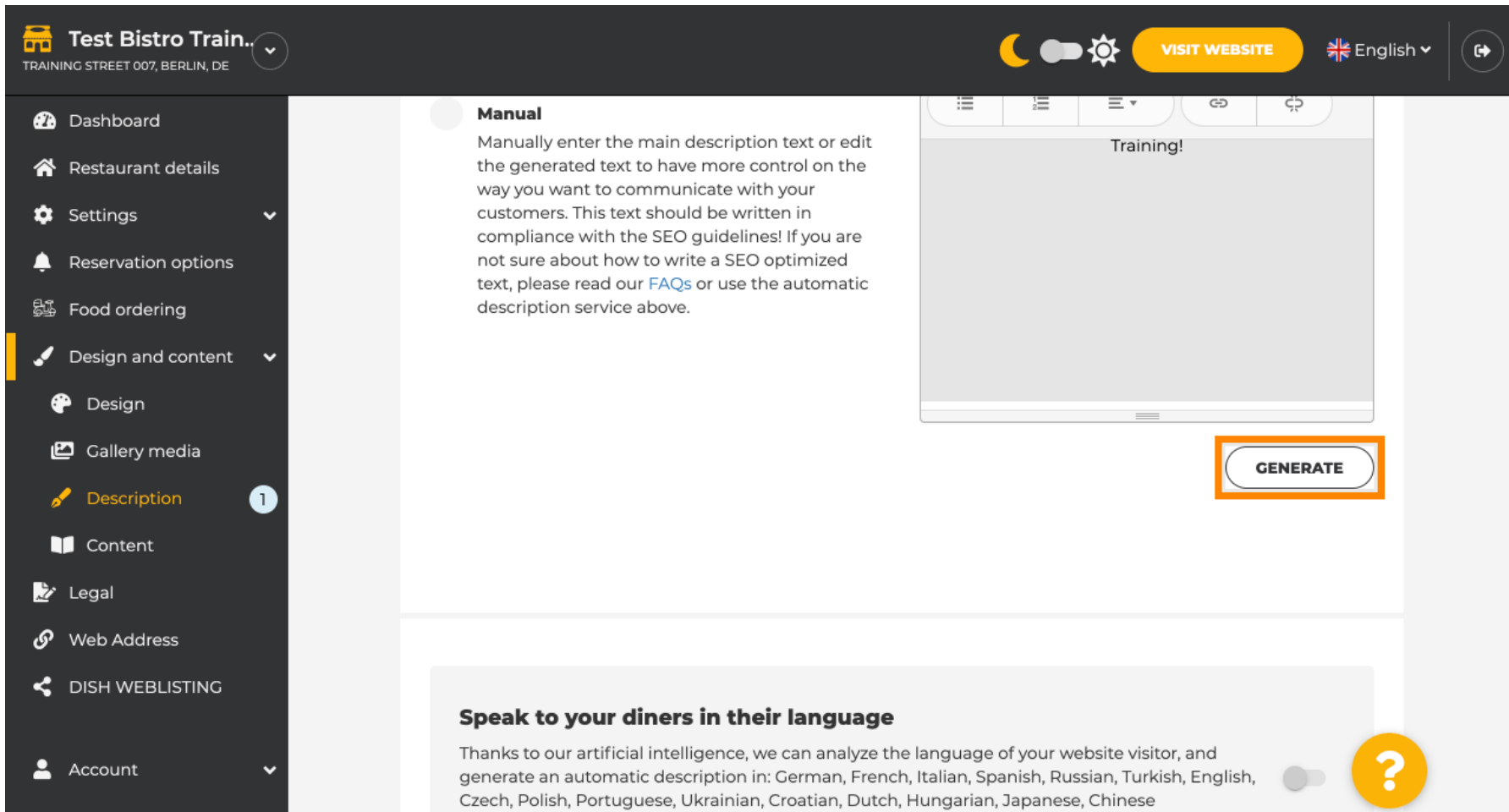
To activate the AI description function, click on **automatic**. Note: The automatic description is a feature only included in DISH Professional.



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 various menu items: 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' (selected with a radio button) and 'Manual'. The 'Automatic' option is described as the easiest way to manage the website description, where algorithms generate the text based on provided information. The 'Manual' option allows for manual entry or editing of the generated text. A preview of the generated description is shown on the right, featuring a text editor with bold and italic buttons, and a preview of the final 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.

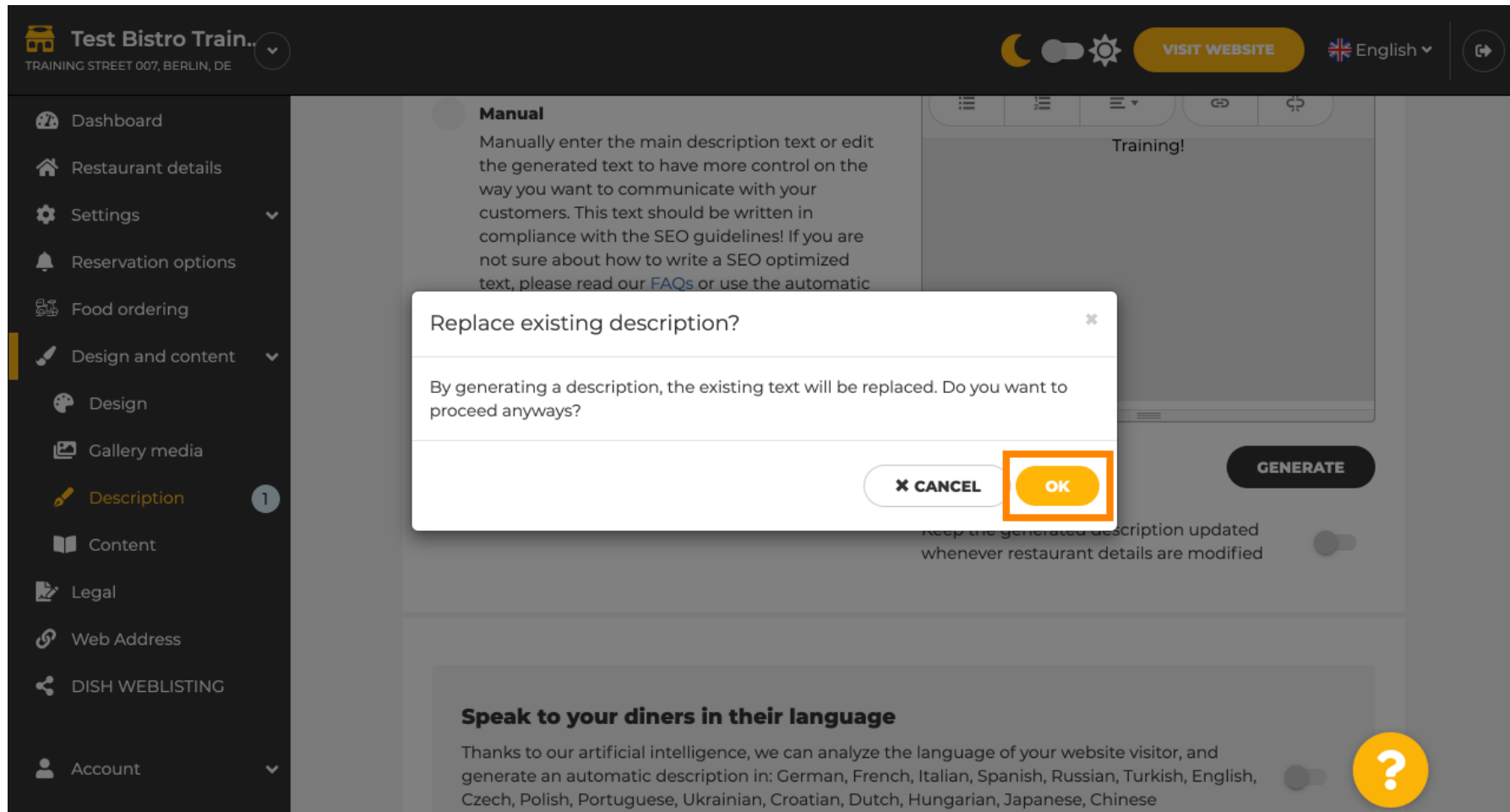


To now let the new setting become effective, click on **generate**. This will generate your individual Google optimised description text based on the details of your establishment.



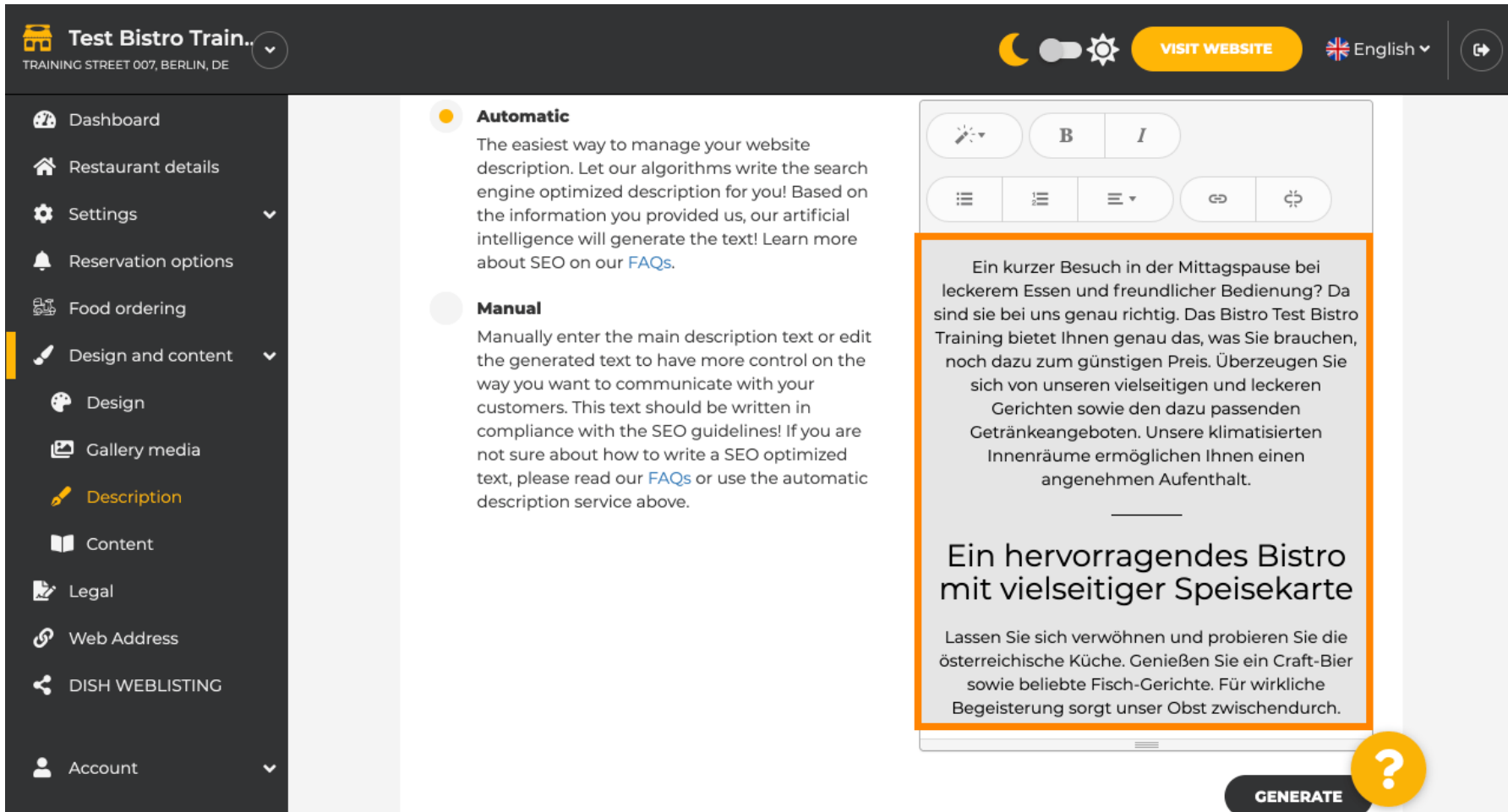
The screenshot shows the DISH website management interface. The top navigation bar includes the logo, a dropdown menu for 'Test Bistro Train..', a 'VISIT WEBSITE' button, and a language selector set to 'English'. The left sidebar contains a menu with options: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted with an orange bar), Design, Gallery media, Description (marked with a blue circle containing the number 1), Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area is divided into two sections. The top section is titled 'Manual' and contains text explaining that users can manually enter or edit the main description text. It also includes a 'Training!' label and a large 'GENERATE' button highlighted with an orange border. The bottom section is titled 'Speak to your diners in their language' and explains that the system can analyze the language of website visitors and generate an automatic description in various languages. A toggle switch is visible next to this section, and a yellow circle with a question mark is located in the bottom right corner.

 Your existing description will be replaced. Click on **OK** to proceed.





The new **generated description** is displayed in the set language of your DISH account.



The screenshot shows the DISH website management interface for 'Test Bistro Training'. 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 two options for generating a description: 'Automatic' and 'Manual'. The 'Automatic' option is selected, showing a generated German text for the restaurant. The text is displayed in a preview box with a yellow border. Below the preview box 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

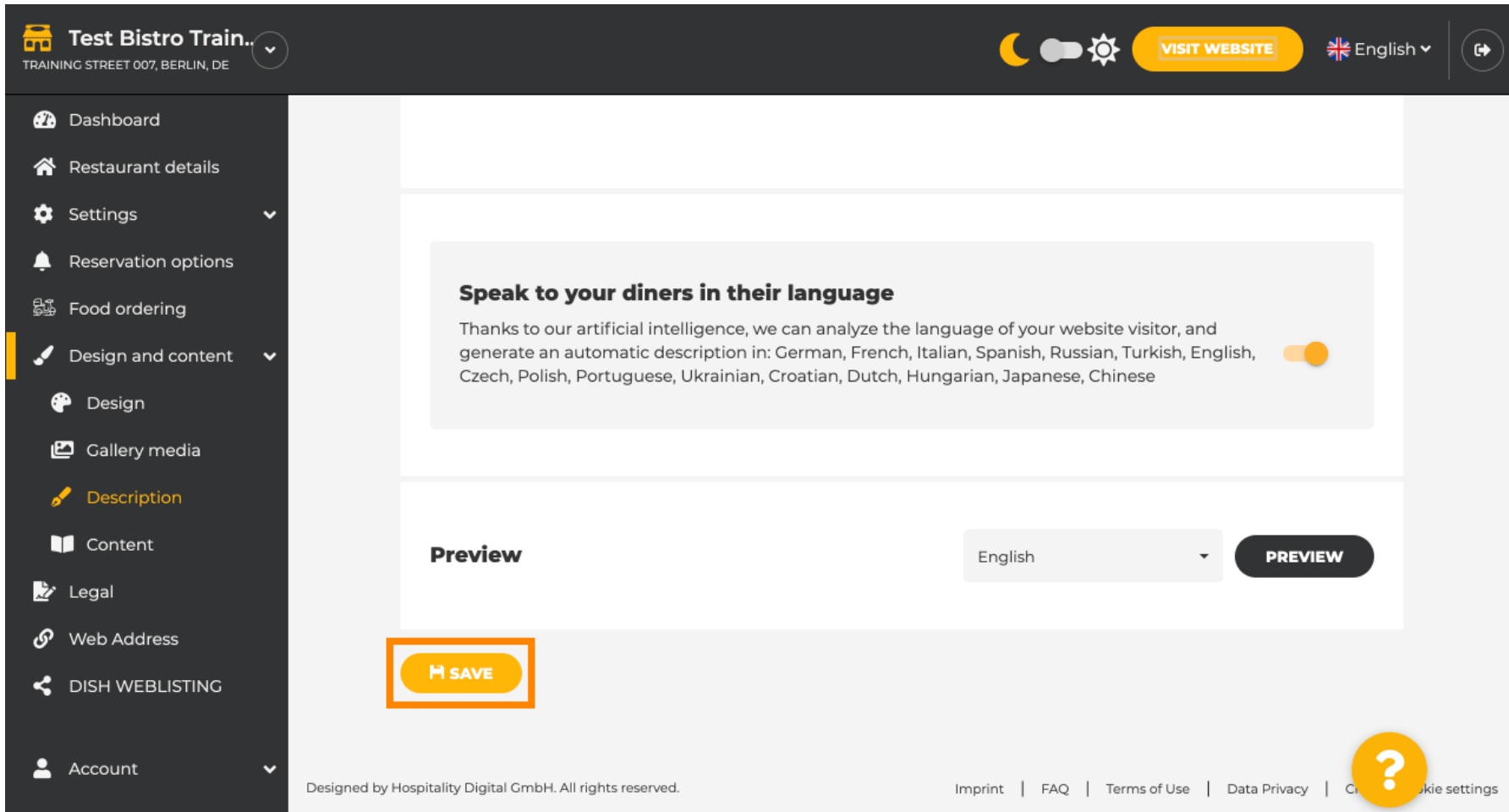


If you want to activate that your description is displayed in the visitor's language, click on the **switch**.
Note: Our AI analyses the language of the visitor and adapt it immediately.

The screenshot shows the DISH website management interface. The top navigation bar includes a logo for 'Test Bistro Train..' with the address 'TRAINING STREET 007, BERLIN, DE', a dark mode toggle, a 'VISIT WEBSITE' button, a language selector set to 'English', and a share icon. 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 shows a 'GENERATE' button at the top. Below it, a section titled 'Speak to your diners in their language' is highlighted with an orange border. This section 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 that is currently turned off. Below this section is a 'Preview' area with a language dropdown set to 'English' and a 'PREVIEW' button. At the bottom left of the main area is a 'SAVE' button, and at the bottom right is a large yellow circle with a question mark icon.



Make sure to apply all changes by clicking on **SAVE**.



The screenshot shows the DISH website editor interface. The top header includes the restaurant name "Test Bistro Train.." with a dropdown arrow, the address "TRAINING STREET 007, BERLIN, DE", a dark mode toggle, a "VISIT WEBSITE" button, a language selector set to "English", and a share icon. The left sidebar contains a menu with options: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted with an orange bar), Design, Gallery media, Description (highlighted in orange), Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area features a toggle for "Speak to your diners in their language" which is currently turned on. Below this is a "Preview" section with a language dropdown set to "English" and a "PREVIEW" button. At the bottom of the main area, a yellow "SAVE" button is highlighted with an orange rectangle. 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 circle with a question mark is positioned over the "Cookie settings" link.




Click on **PREVIEW** to see the effective changes on your own website.

The screenshot shows the DISH website management interface. On the left is a dark sidebar with a menu. The main content area is light gray. At the top of the sidebar, it says 'Test Slovakia' and 'TEST2020, BERLIN, DE'. The menu items are: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted with an orange bar), 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 moon icon, a toggle switch, a gear icon, a yellow 'VISIT WEBSITE' button, a language selector set to 'English', and a share icon. Below this is a section titled 'Speak to your diners in their language' with a text block and a toggle switch. Further down is a 'Preview' section with a language dropdown set to 'English' and a black 'PREVIEW' button with an orange border. At the bottom of the main content area is a yellow '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 circle with a question mark is in the bottom right corner.



This is your new AI generated description.

TEST ESTABLISHMENT

MENULOCATIONOPENING TIMESPAYMENT OPTIONSEVENTSSERVICESCONTACTRESERVATIONORDER FOODENGLISH

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



DISH

by METRO

DISH Website - How to use the AI



To see what your website would look like in another language, select **another language** in the dropdown menu and click on **PREVIEW**.

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 content area has a top bar with a logo, a dropdown menu, a 'VISIT WEBSITE' button, a language selector (English), and a share icon. Below the top bar, there's a toggle for 'Keep the generated description updated whenever restaurant details are modified'. The main section is titled 'Speak to your diners in their language' and contains a paragraph about AI-generated descriptions in various languages, with a toggle switch. Below this, a 'Preview' section is highlighted with an orange border, containing a dropdown menu set to 'Chinese' and a 'PREVIEW' button. At the bottom of the main section is a 'SAVE' button. A yellow circle with a question mark is in the bottom right corner.



In this case, we choose to display the website in Chinese. That's it. You are done.





Scan to go to the interactive player