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## AN OVERVIEW ON USING GOOGLE ANALYTICS TO IMPROVE THE COURSE WEBSITE OF A DATABASE COURSE

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### ABSTRACT

*As the popularity of online learning has risen over the past decade, so has the usage of learning analytics. Instructors must develop innovative methods to improve student learning online and analyze students' interactions with their digital educational environment as online education continues to expand. This article describes how Google Analytics was used as learning analytics software on a database course website. The study's goal was to figure out which elements of the course website were the most successful in enhancing student learning. Throughout a semester, Google Analytics was utilized to track student activity on the course website in order to better understand how students interacted with it. Patterns and trends in student engagement were discovered by analyzing the gathered data. The discovered patterns were then linked with different internet page characteristics such as the degree of interaction and page content type. The most significant element for boosting student engagement with course material was the interactivity of a course website, according to the findings. In-page quizzes, in particular, were found to be very successful in increasing student engagement with the site. This pilot research demonstrated how Google Analytics might be a useful tool for monitoring and improving online student learning.*

**KEYWORDS:** Database, Google Analytics, Learning Analytics, Online Learning.

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