

Standard Form
 $y = ax^2 + bx + c$

Factored Form
 (Intercept form)
 $y = a(x-p)(x-q)$

Vertex Form
 $y = a(x-h)^2 + k$

Standard Form \rightarrow Factored Form

Factor

Standard Form \rightarrow Vertex Form

Complete the square

Factored Form \rightarrow Standard Form

FOIL if ness.
Distribute a

Factored Form \rightarrow Vertex Form

FOIL + then complete square

Vertex Form \rightarrow Standard Form

Square the binomial
if ness Distribute a
combine like terms.

Vertex Form \rightarrow Factored Form

Put in standard form
Factor.