

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

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

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

Standard \rightarrow Vertex (Complete the square)

Standard \rightarrow Intercept (Factor)

Vertex Form \rightarrow Standard form (Square binomial; Distribute a , Add/subt k)

Vertex Form \rightarrow Intercept

\hookrightarrow Standard Form \rightarrow Factor

Intercept \rightarrow Standard (FOIL)

Intercept \rightarrow Vertex

\hookrightarrow FOIL \rightarrow Complete the square
(Standard)