

# My Father's World

See the World through God's eyes

Competition Type: **Direct**

Christian   World-focus   Literature-based   Unit Study   Classical

## Website



mfwbooks.com

## Colors



## Brand Personality

- Cheap
- Out-of-touch
- Bland
- Start-up
- Drab
- Stodgy
- Uninspiring

## Brand Personality Comparison

Trustworthy	★★★★☆	HSLDA Partner	
Warm / Vintage (Back-to-the-basics)	★★★★☆		
Globally-minded (Broad world view)	★★★★☆		-
Quality (Top-notch education)	★★★★☆	Master's Degree	+
Family-oriented (Family bonding)	★★★★☆		-
Enjoyable	★★★★☆		-
Relevant	★★★★☆		

## Ease of Finding Content

Offers all subjects?	E	Yes
Spans all grades?	E	Yes
What comes in the Curriculum?	E	
Legal for Highschool/College?	M	FAQ
What is the style of teaching?	E	
Can I combine students?	M	FAQ
How you compare to other HSCP?		
How much does it cost?	E	
Choosing / Purchasing	E	Basic vs. Deluxe
Navigation	E	Curriculum Store



Inconsistent Styles

Hack job

No thought to design standards



Ease of choosing

# Tapestry of Grace

Whole-family education – Love the Journey

Competition Type: **Direct**

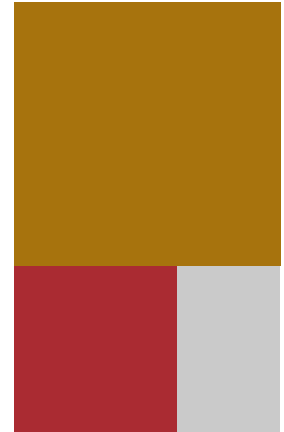
Christian Literature-based Unit Study

## Website



tapestryofgrace.com

## Colors



## Brand Personality

Web 2.0

Feels like Focus on the Family

3 big ideas: Integrated Learning, Whole fam, Cyclical

Teach multiple kids

## Brand Personality Comparison

Trustworthy	★★★★★	Ducks are in a row
Warm / Vintage (Back-to-the-basics)	★★★★★	
Globally-minded (Broad world view)	★★★★★	
Quality (Top-notch education)	★★★★★	Dartmouth
Family-oriented (Family bonding)	★★★★★	+
Enjoyable	★★★★★	+
Relevant	★★★★★	Lame piano music

## Ease of Finding Content

Offers all subjects?	E	
Spans all grades?	M	
What comes in the Curriculum?	D	bookshelfcentral.com
Legal for Highschool/College?		
What is the style of teaching?	E	
Can I combine students?	M	
How you compare to other HSCP?		
How much does it cost?	E	
Choosing / Purchasing	E	
Navigation	M	Unit Study



Poor attempt to be trendy by using gradients and and glossy styles

the wave is passé



Professional looks trustworthy

# Heart of Dakota

Christ-centered learning from our heart to yours.

Competition Type: **Direct**

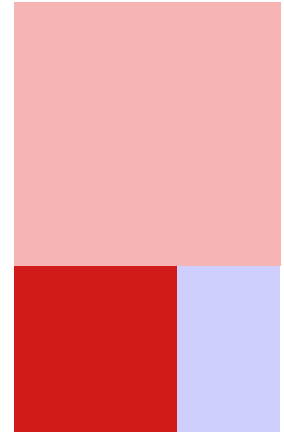
Christian Literature-based

## Website



heartofdakota.com

## Colors



## Brand Personality

- Cheap
- Be my Valentine
- Bland
- Mom 'n' Pop
- Start-up
- Big-box, blowout store

## Brand Personality Comparison

Trustworthy	★ ★ ★ ★ ★	PHS Award(s)
Warm / Vintage (Back-to-the-basics)	★ ★ ★ ★ ★	Trying too hard for women
Globally-minded (Broad world view)	★ ★ ★ ★ ★	-
Quality (Top-notch education)	★ ★ ★ ★ ★	Bachelor's Degree in Eementary Edu, Cathy Duffy pick
Family-oriented (Family bonding)	★ ★ ★ ★ ★	-
Enjoyable	★ ★ ★ ★ ★	-
Relevant	★ ★ ★ ★ ★	-

## Ease of Finding Content

Offers all subjects?	D	Yes
Spans all grades?	D	preK-Elem
What comes in the Curriculum?	D	
Legal for Highschool/College?		
What is the style of teaching?	D	
Can I combine students?	D	
How you compare to other HSCP?		
How much does it cost?	D	
Choosing / Purchasing	D	Programs looks like Books
Navigation	D	No hierarchy



Boilerplate copy on every program page

No hierarchy

thrown together



# Beautiful Feet

History Through Literature

Competition Type: **Direct**

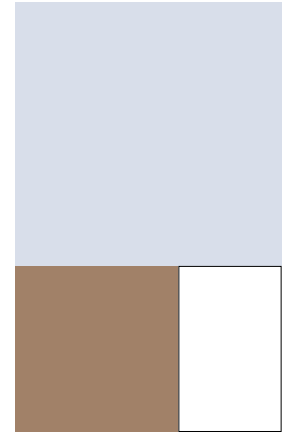
Literature-based

## Website



bfbooks.com

## Colors



## Brand Personality

Mom 'n' Pop

Feminine

## Brand Personality Comparison

Trustworthy	★★★★☆	PHS Award(s)
Warm / Vintage (Back-to-the-basics)	★★★★★	
Globally-minded (Broad world view)	★★★★☆	
Quality (Top-notch education)	★★★★☆	+
Family-oriented (Family bonding)	★★★★☆	Testimonials
Enjoyable	★★★★☆	Testimonials
Relevant	★★★★☆	

## Ease of Finding Content

Offers all subjects?	M	No
Spans all grades?		
What comes in the Curriculum?	D	
Legal for Highschool/College?	M	
What is the style of teaching?	E	
Can I combine students?		
<b>How you compare to other HSCP?</b>		
How much does it cost?	E	
Choosing / Purchasing	E	
Navigation	D	Slow-loading feature sec.



Inconsistent Styles

Feature section looks chincey

Design looks about 90% finished



Feminine

soft background pattern

# Ambleside Online

Competition Type: **Direct**

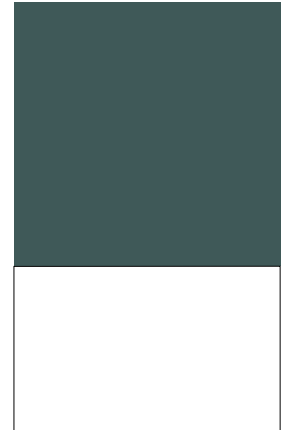
Christian Literature-based Public Domain Books (Free)

## Website



amblesideonline.org

## Colors



## Brand Personality

Cheap

Bland

Uninspiring

Start-up

## Brand Personality Comparison

Trustworthy	★ ★ ★ ★ ★	Tons of legit-sounding copy
Warm / Vintage (Back-to-the-basics)	★ ★ ★ ★ ★	
Globally-minded (Broad world view)	★ ★ ★ ★ ★	
Quality (Top-notch education)	★ ★ ★ ★ ★	+
Family-oriented (Family bonding)	★ ★ ★ ★ ★	
Enjoyable	★ ★ ★ ★ ★	
Relevant	★ ★ ★ ★ ★	

## Ease of Finding Content

Offers all subjects?	D	Yes
Spans all grades?	M	Yes
What comes in the Curriculum?	D	
Legal for Highschool/College?		
What is the style of teaching?	M	Literature-based
Can I combine students?	D	
<b>How you compare to other HSCP?</b>		
How much does it cost?	M	Free
Choosing / Purchasing	M	Amazon.com
Navigation	D	No hierarchy



No images

No hierarchy

Bad Navigation



# Moving Beyond the Page

Homeschool Curriculum for Creative, Hands-On, and Gifted Learners

Competition Type: **Indirect**

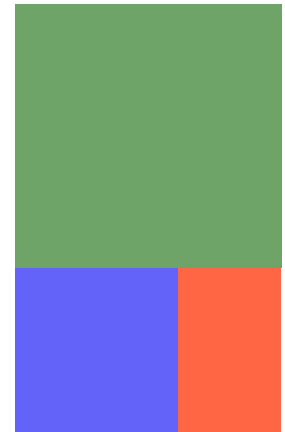
Literature-based    Online Option

## Website



movingbeyondthepage.com

## Colors



## Brand Personality

Cheap    Out-of-touch  
 Bland    Start-up  
 Drab  
 Stodgy  
 Uninspiring

## Brand Personality Comparison

Trustworthy	★ ★ ★ ★ ★		+
Warm / Vintage (Back-to-the-basics)	★ ★ ★ ★ ★		+
Globally-minded (Broad world view)	★ ★ ★ ★ ★		+
Quality (Top-notch education)	★ ★ ★ ★ ★	Master's Degrees & Ph.D	+
Family-oriented (Family bonding)	★ ★ ★ ★ ★	Pics	+
Enjoyable	★ ★ ★ ★ ★	Pics & Testimonials	+
Relevant	★ ★ ★ ★ ★		+

## Ease of Finding Content

Offers all subjects?	D	Yes
Spans all grades?	M	No (FAQ)
What comes in the Curriculum?	M	
Legal for Highschool/College?		
What is the style of teaching?	M	FAQ
Can I combine students?	M	Yes (FAQ)
How you compare to other HSCP?		
How much does it cost?	M	
Choosing / Purchasing	M	
Navigation		



No package descriptions

Busy / Messy

Inconsistent Styles



Listed prerequisites

# A Beka Book

Excellence in Education from a Christian Perspective

Competition Type: **Indirect**

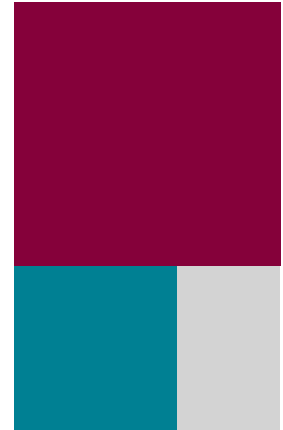
Christian    Textbook

## Website



abeka.com

## Colors



## Brand Personality

Web 2.0

Corporate

Tech

Established

## Brand Personality Comparison

Trustworthy	★★★★☆	HSLDA Partner
Warm / Vintage (Back-to-the-basics)	★★★★☆	
Globally-minded (Broad world view)	★★★★☆	
Quality (Top-notch education)	★★★★☆	Master's Degree
Family-oriented (Family bonding)	★★★★☆	Pics
Enjoyable	★★★★☆	Pics
Relevant	★★★★☆	

## Ease of Finding Content

Offers all subjects?	E	Yes
Spans all grades?	E	Yes
What comes in the Curriculum?	E	
Legal for Highschool/College?		
What is the style of teaching?	E	
Can I combine students?	M	
<b>How you compare to other HSCP?</b>		
How much does it cost?	E	
Choosing / Purchasing	M	Must login 1 <sup>st</sup>
Navigation		



Doesn't look like a HSCP; looks like a tech solutions company



Easy to see they have it all without saying it

Phone, checkout, acct, login is in the masthead

# BJU Press

Total Homeschool Solutions

Competition Type: **Indirect**

Christian    Textbook    Video    Online Option

## Website



bjupresshomeschool.com

## Colors



## Brand Personality

- Sterile
- Established
- Relevant

## Brand Personality Comparison

Trustworthy	★★★★★	Ducks are in a row	
Warm / Vintage (Back-to-the-basics)	★★★☆☆		
Globally-minded (Broad world view)	★★★★☆		
Quality (Top-notch education)	★★★☆☆		+
Family-oriented (Family bonding)	★★★★☆		
Enjoyable	★★★★★	Featured section pic	+
Relevant	★★★★★	Kindle books = hip	

## Ease of Finding Content

Offers all subjects?	E
Spans all grades?	E
What comes in the Curriculum?	E
Legal for Highschool/College?	
What is the style of teaching?	M
Can I combine students?	
How you compare to other HSCP?	
How much does it cost?	E
Choosing / Purchasing	E
Navigation	E



Sterile

White



Ducks are in a row; organized

featured 'news' is in hierarchy

things that are important to me

like distance learning & placement

Standardized testing

Kindle books = hip



# Alpha Omega

Competition Type: **Indirect**

Christian    Textbook    Video    Online    Unit Study Option

## Website



aophomeschooling.com

## Colors



## Brand Personality

Web 2.0

Sterile

Established

Relevant

## Brand Personality Comparison

Trustworthy	★★★★★	Ducks are in a row; very well put together
Warm / Vintage (Back-to-the-basics)	★☆☆☆☆	
Globally-minded (Broad world view)	★★☆☆☆	-
Quality (Top-notch education)	★★★★★	+
Family-oriented (Family bonding)	★★☆☆☆	
Enjoyable	★★★★★	
Relevant	★★★★★	

## Ease of Finding Content

Offers all subjects?	M	Yes
Spans all grades?	M	Yes
What comes in the Curriculum?	D	In each Subject?
Legal for Highschool/College?		
What is the style of teaching?	D	
Can I combine students?		
How you compare to other HSCP?		
How much does it cost?	E	
Choosing / Purchasing	E	
Navigation	E	



don't know where to begin; what curr type should I get?

3-column split

Steril, white, tech related



Ducks are in a row; very well put together

# K12

unleash the xPotential

Competition Type: **Indirect**

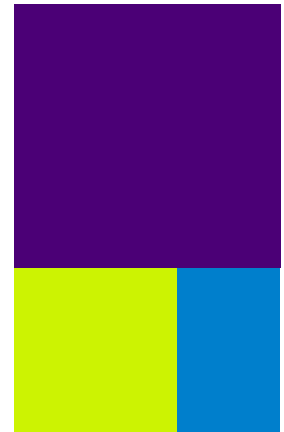
Publicly Funded Video Online

## Website



k12.com

## Colors



## Brand Personality

Established

Relevant

## Brand Personality Comparison

Trustworthy	★★★★★
Warm / Vintage (Back-to-the-basics)	★★★★★
Globally-minded (Broad world view)	★★★★★
Quality (Top-notch education)	★★★★★
Family-oriented (Family bonding)	★★★☆☆
Enjoyable	★★★★★
Relevant	★★★★★

## Ease of Finding Content

Offers all subjects?	M	Yes
Spans all grades?	E	Yes
What comes in the Curriculum?	D	
Legal for Highschool/College?		Assumed (gov't)
What is the style of teaching?		
Can I combine students?		
<b>How you compare to other HSCP?</b>		
How much does it cost?	D	Publicly Funded
Choosing / Purchasing	D	
Navigation	D	



What option is for me? I'm lost

Govt program



No worries about gov't requirements

Great copywriting

Trendy / hip

# Covenant Home Curriculum

Competition Type: **Indirect**

Christian    Textbook

## Website



covenanthome.com

## Colors



## Brand Personality

Start-up

## Brand Personality Comparison

Trustworthy	★ ★ ★ ★ ★	
Warm / Vintage (Back-to-the-basics)	★ ★ ★ ★ ★	
Globally-minded (Broad world view)	★ ★ ★ ★ ★	-
Quality (Top-notch education)	★ ★ ★ ★ ★	+
Family-oriented (Family bonding)	★ ★ ★ ★ ★	
Enjoyable	★ ★ ★ ★ ★	
Relevant	★ ★ ★ ★ ★	

## Ease of Finding Content

Offers all subjects?	D	Yes
Spans all grades?	E	Yes
What comes in the Curriculum?	M	
Legal for Highschool/College?	E	
What is the style of teaching?	M	Textbook
Can I combine students?		
<b>How you compare to other HSCP?</b>		
How much does it cost?	E	
Choosing / Purchasing	E	
Navigation	M	



Thrown together

Inconsistent Styles



Grade audit service

# Heritage Home School Academy

Making Home School Work For You... Accredited, Simple, Affordable and Exciting!

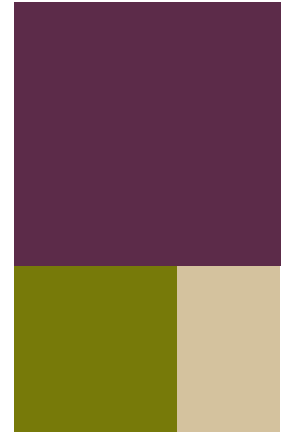
Competition Type: **Indirect**

## Website



heritagehomeschool.com/traditional

## Colors



## Brand Personality

trustworthy  
calm/  
homey, not  
pushy, not  
text-heavy

the "free  
info pack"  
-- uncon-  
frontational,  
not salesy

not too  
much at  
once

## Brand Personality Comparison

Trustworthy	★★★★★	
Warm / Vintage (Back-to-the-basics)	★★★★★	
Globally-minded (Broad world view)	★☆☆☆☆	-
Quality (Top-notch education)	★☆☆☆☆	-
Family-oriented (Family bonding)	★★★★★	-
Enjoyable	★★★★★	Pic
Relevant	★★★★★	-

## Ease of Finding Content

Offers all subjects?	
Spans all grades?	
What comes in the Curriculum?	
Legal for Highschool/College?	
What is the style of teaching?	
Can I combine students?	
How you compare to other HSCP?	
How much does it cost?	E
Choosing / Purchasing	E
Navigation	M



what do you provide?  
any products? not a curriculum?

I'm gonna enroll my kid though I know nothing about what you're sending me?! No pics, no info.



doesn't look like HTML crap  
not a lot of text-links (in the sidebars)

this is the only site that FEELS like a home. Everything else feels like a default Joomla template

# Calvert Academy

State Charter School

Competition Type: **Indirect**

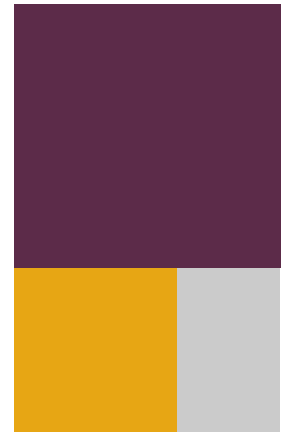
Publicly Funded    Textbook    Video    Online

## Website



coloradocalvertacademy.com

## Colors



## Brand Personality

Established

## Brand Personality Comparison

Trustworthy	★★★★★	Professional
Warm / Vintage (Back-to-the-basics)	★★★★★	
Globally-minded (Broad world view)	★★★★★	-
Quality (Top-notch education)	★★★★★	+
Family-oriented (Family bonding)	★★★★★	-
Enjoyable	★★★★★	-
Relevant	★★★★★	

## Ease of Finding Content

Offers all subjects?	D	Yes
Spans all grades?	E	No (K-8 only)
What comes in the Curriculum?	M	
Legal for Highschool/College?		Assumed (gov't)
What is the style of teaching?		
Can I combine students?		
How you compare to other HSCP?		
How much does it cost?	M	Publicly Funded
Choosing / Purchasing	M	Submit, <i>then</i> choose
Navigation	E	



Govt program



Easy-to-use placement test

Professional

# Epi Kardia

At the Heart of Home Education

Competition Type: **Indirect**

Christian Literature-based Unit Study

## Website



epikardia.com

## Colors



## Brand Personality

- Cheap
- Start-up
- Established

## Brand Personality Comparison

Trustworthy	★ ★ ★ ★ ★	
Warm / Vintage (Back-to-the-basics)	★ ★ ★ ★ ★	
Globally-minded (Broad world view)	★ ★ ★ ★ ★	-
Quality (Top-notch education)	★ ★ ★ ★ ★	+
Family-oriented (Family bonding)	★ ★ ★ ★ ★	-
Enjoyable	★ ★ ★ ★ ★	-
Relevant	★ ★ ★ ★ ★	

## Ease of Finding Content

Offers all subjects?	D	Yes
Spans all grades?	M	Yes
What comes in the Curriculum?	D	
Legal for Highschool/College?		
What is the style of teaching?	D	Literature-based
Can I combine students?	D	No
<b>How you compare to other HSCP?</b>		
How much does it cost?		
Choosing / Purchasing	D	No specific grade Amazon.com
Navigation	D	No specific grade



horrible site nav flow

what's included?

where's the price and buy button?

Too much unorganized copy

boo side nav

3-column split



The Q: Want to see your students ENJOY homeschooling? and Ditch the textbooks!

The look is "getting there" ...

"... after a long summer vaca ..."

# Christian Academy of America

HOMESCHOOLING AS H H H AS 1-2-3

Competition Type: **Indirect**

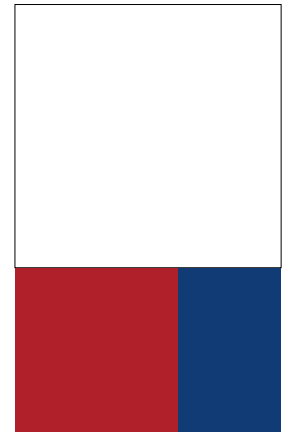
Christian

## Website



christianacademyofamerica.com

## Colors



## Brand Personality

Corporate

## Brand Personality Comparison

Trustworthy	★ ★ ★ ★ ★	
Warm / Vintage (Back-to-the-basics)	★ ★ ★ ★ ★	
Globally-minded (Broad world view)	★ ★ ★ ★ ★	
Quality (Top-notch education)	★ ★ ★ ★ ★	+
Family-oriented (Family bonding)	★ ★ ★ ★ ★	+
Enjoyable	★ ★ ★ ★ ★	+
Relevant	★ ★ ★ ★ ★	

## Ease of Finding Content

Offers all subjects?	D
Spans all grades?	
What comes in the Curriculum?	
Legal for Highschool/College?	
What is the style of teaching?	
Can I combine students?	
How you compare to other HSCP?	
How much does it cost?	
Choosing / Purchasing	D
Navigation	D Different links; no flow



what do you provide?

any products? not a curriculum?

Inconsistent Styles

I'm gonna enroll my kid though I know nothing about what you're sending me??! No pics, no info. Can figure out even how to enroll.



great content

testimonials

recent scholarship news

FAQs

# Sonlight

The way you wish you'd been taught

Christian Literature-based World-focus

## Website



sonlight.com

## Colors



## Brand Personality

Web 2.0

## Brand Personality Comparison

Trustworthy	★★★★★	
Warm / Vintage (Back-to-the-basics)	★★★★★	
Globally-minded (Broad world view)	★★★★★	-
Quality (Top-notch education)	★★★★★	+
Family-oriented (Family bonding)	★★★★★	-
Enjoyable	★★★★★	-
Relevant	★★★★★	

## Ease of Finding Content

Offers all subjects?	D	Yes
Spans all grades?	E	Yes
What comes in the Curriculum?	M	
Legal for Highschool/College?	E	
What is the style of teaching?	M	Textbook
Can I combine students?		
<b>How you compare to other HSCP?</b>		
How much does it cost?	E	
Choosing / Purchasing	E	
Navigation	E	



Too much all at once

Inconsistent Styles

