



Charlotte Homeschooling Media Kit

Charlotte Homeschooling is a member of the **Balance M Consulting Family of Businesses**. Balance M Consulting is a family owned and operated business with a mission to educate, help and promote families and their everyday issues.

Our Mission

Support the homeschooling community in the greater Charlotte NC area by supplying a place where homeschoolers can find and share resources and experiences, connect with other homeschoolers and grow in their own homeschool environment.

If you should have questions please don't hesitate calling us at **704-557-0045** or email us at chsinfo@charlottehomeschooling.com

Thank You!

For more information go to www.charlottehomeschooling.com and click the Advertise/Sponsorship button



What is Charlotte Homeschooling?

Charlotte Homeschooling is a social website (www.charlottehomeschooling.com) created by homeschoolers for homeschoolers in the greater Charlotte Area to connect, get pertinent information, share experiences and to interact with other homeschoolers.

Established Date: Sept. 8, 2008

Membership Count at Present: Over 3000 and growing

Established by: Gina Grothoff – Occupational Therapist and Mother to Three Homeschoolers
Homeschooling since 2003, Gina took her exploration into homeschooling experience and pooled together the information she had researched to establish charlottehomeschooling.com.

Why Charlotte Homeschooling?

The idea of homeschooling can be a bit daunting for parents considering the jump into homeschooling their children. Finding a source of information and connection to other homeschool parents can be reassuring, comforting and extremely helpful.

Charlotte Homeschooling was established to fill a gap in connecting resources for the homeschooling families in the greater Charlotte, North Carolina area. One place, many answers!

Statistics from CharlotteHomeschooling.com

New Visitors: 48% of our visitors are new to the site / 52% are return visitors

Average Number of Visits per Month: 1500

Average Duration of Time Spent on Site: 5 Minutes Overall

Pageviews per month: Average over 5000

Position Ranking in Google: # 1 natural ranking for Charlotte Homeschooling

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Stats as of Nov 4, 2014

Notes on the Stats:

1. **Charlotte Homeschooling has a well balanced method of receiving traffic.** Our site traffic comes about evenly from
 - a. **46.9% Direct Hits** (people know about us and come to site directly) This is usually a sign that people come to the site more than once.
 - b. **7.4% Referral** (people come to us from other sites who have links to charlottehomeschooling.com)
 - c. **44.6% Natural Search Engine Traffic** – (search engines have found charlottehomeschooling.com without us paying for it) This is a strong factor since we do not advertise on the search engines, they find us naturally.
2. **Charlottehomeschooling.com has a very low overall bounce rate** – (a bounce is a visitor coming to a site and immediately leaving within about 10 seconds) Charlotte Homeschooling keeps visitors attention long enough to get them involved with the site.

Topics Covered in Charlotte Homeschooling

- Resources and Information
- Area Homeschool Support Groups
- Forums
- Blogs
- Events
- Groups
- Personalized Member Pages
- Enrichment Workshops & Courses for Homeschoolers

Visit <http://www.charlottehomeschooling.com> and contact us

chsinfo@charlottehomeschooling.com or 704-557-0045

Press Release

Local Charlotte Woman Starts a Homeschool Resource Website.

Charlotte, NC
September 8, 2008

Charlotte Area Homeschooler, Gina Grothoff, establishes a website to provide the resources, place and knowledge to help homeschoolers. The website especially supports those new to homeschooling or still deciding if homeschooling is the right thing for their children.

The diversity of information and homeschoolers gives any newbie homeschooler a chance to compare styles, techniques and testimonies of homeschooling our children.

Forums, groups and discussions allow newbies the opportunity to calm their normal fears about homeschooling, active homeschoolers to feel a part of something bigger while sharing experiences and veteran homeschoolers a chance to impart knowledge of their years of homeschooling experience to others.

“To me homeschooling starts at birth,” states Grothoff, “so it is only natural to continue when they become *school age*.”

Grothoff now wants to help other homeschoolers using the knowledge and experience she has gained in her 7 years of homeschooling. She follows more of a un-schooling philosophy with her children yet feels open to what ever fits each homeschooling family's style.

That is why Charlotte Homeschooling is open to all homeschoolers and provides such a broad spectrum of information.

Contact:
Gina Grothoff
Ginagmom23@gmail.com
<http://www.charlottehomeschooling.com>



Sponsoring Charlotte Homeschooling

Sponsoring our website and community of homeschoolers doesn't just benefit our family it benefits a whole community of parents, kids, families, friends and neighbors.

Sponsoring Charlotte Homeschooling means providing us with the means to continue to grow in offering solid resources, a community of connections, guidance, workshops, educational interviews, courses and much more.

We hope you will considering sponsoring an ad, event, workshop or more. If you should have questions please don't hesitate calling us at **704-557-0045** or email us at chsinfo@charlottehomeschooling.com

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Sponsoring Options

Monthly Update Email Sponsorship

Monthly Update Email Sponsorship - Adding one or two lines about your business linked to your business' website on Charlotte Homeschooling monthly (sometimes twice a month) update and news email sent to all members of the Charlotte Homeschooling website.

Event Sponsorship

Event Sponsorship - Listing a non-member's business event in the Charlotte Homeschooling calendar of events.

Featured Event Sponsorship

Featured Event Sponsorship - The above event sponsorship plus your listing will be featured at the top of the events page, on the site main page, sent out to each member via email and posted to Facebook.

Rotating Ad Sponsorship

Prominently place an advertisement on pages of the charlottehomeschooling.com website.

Welcome Packet Coupons/Information Sponsorship

A welcome packet, to go out to each new member, filled with vital information for homeschoolers, resources, coupons and more.

Tutor Listings Sponsorship

Chance for Tutors to be listed for homeschoolers to find.

“Across the Table” Interview Sponsorships

Do you have an idea, business, talent or more that you would like to educate the homeschool world on? This might be the place.

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