

Build a "Blog Voice Analyzer" web app that lets users paste a blog URL, crawls the latest articles, and uses AI to generate a detailed tone-of-voice analysis.

Core flow:

1. User enters a blog URL → the app crawls the listing page using Firecrawl API to discover article links, then scrapes up to 5 articles.
2. Scraped content is sent to an AI model that produces: a structured tone analysis (clarity, authority, writing style, content structure scores), signature elements, hook formulas, do/don't rules, vocabulary insights, and an overall voice personality label.
3. Results are displayed in a tabbed interface: Overview (score rings, personality badge), Details (expandable cards per category), Articles (summaries), Compare (paste existing brand guidelines for gap analysis), and Export (markdown download).

Tone Comparison feature:

Users can paste their existing tone-of-voice documentation. The app sends it alongside the generated report to an AI function that returns an alignment score, matched areas, gaps with severity levels, and prioritized improvement suggestions.

Tech details:

- Use Lovable Cloud for backend (edge functions for crawl, analyze, and compare)
- Use Lovable AI (Gemini) with structured tool-calling for the analysis
- Firecrawl API for web scraping (store key as a secret)
- Clean, minimal design with a visual hero section showing feature cards before analysis starts
- Progress stepper during analysis showing each stage