How to register your business on Google Places
Step 1: Go to http://www.google.com/placesforbusiness; click SIGN IN if your business already has a gmail account; click SIGN UP to register a non-gmail email address
Step 2: Once signed in, type in your business phone number and then “Find business information”
Step 3a: If google had information related to that phone number, the following screen will appear; select your business and click on “Edit”; if business is not listed click "Add a new listing".

Note: Your business number may appear even if you have never registered your business. This happens because google pulls business information from other sources such as yellow pages. The key difference is that once you register your business it will be business owner verified when before it was not.
Step 3b: If no information was found using that phone number, the following screen will appear. Fill out the form and click on “Submit”
Step 4: Business verification can happen in two ways:

Once you receive a Google postcard with a PIN number in about two weeks, sign-in to your Google Places account and type the PIN received; it will take about three business days for your business account to appear.

You will receive a phone call from Google Places (this is why business number provided needs to be accurate) providing you with a PIN number. Once signed-in, type the PIN provided and your Google Places business account should be listed in about three business days.